

SOAP

A MONTHLY MAGAZINE

for Manufacturers of Soaps of All Kinds, Disinfectants, Household Insecticides, Cleansers,
Deodorants, Polishes and Allied Products.

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SOAP

The Editor's Page

Volume Four
Number Six

The Tariff

ABOUT 750,000,000 pounds of oil and fats for the soap kettle are imported annually into the United States. These fats are imported because insufficient quantities for our needs are produced in the United States. Most of them carry some kind of tariff impost at the present time. It is proposed by certain interests, presumably farm and dairy interests, that this duty be advanced to 45 per cent ad valorem. The object of this higher duty is stated by those proposing it to be solely to give greater protection for farm and dairy products against lard compounds, margarins, compound cooking and shortening fats, and the like.

In their demand for sweeping tariff increases, the "farm" lobby is apparently just as anxious to get high duties on oils for the soap kettle as it is on oils for edible purposes. This tips their hand to some extent. Why do they want duties on commercial oils and inedible fats? These do not compete with butter or lard or edible home-produced vegetable oils. These do not go into the manufacture of lard compounds or margarins. Soap is in no way a competitor of any farm product. Then why a duty on soap oils? Quite obviously, some other hand than that of the farmer is playing a large part in directing the oil tariff lobby in Washington. It would not be surprising if this were traced back to a group of fish oil producers who are masquerading as farmers because they know this is the one way in which they might get the 45 per cent tariff, and that, sailing under their own colors, they would have little chance of putting it across.

Irrespective of who is fighting for the higher tariff on oils and fats, the soap industry of this country can afford to take but one attitude toward it. No change must or should be made in the present duties on soap oils. Oils for the soap kettle and those for edible purposes must be divorced completely for tariff consideration. There is no rhyme or reason in grouping them together. A small group of fish oil producers should not be permitted to do this to satisfy their own ends at the ex-

pense of the entire soap industry. The manner in which olive oil imports are handled today, either imports in bond or through denaturation of the oil, is a sensible way to handle the matter if the higher duties ever become law.

If the high rates on soap oils should go into effect, the soap industry of the country would be struck a severe blow, especially the small soap maker. Soap prices would of necessity be increased forty to fifty per cent, which would mean an increase of some \$150,000,000 in the American bill for soap each year. This should be impressed upon the Ways and Means Committee.

The whole situation in the proposed 45 per cent blanket duty on oils and fats is a complicated one. The problem is one for careful study and not for hasty legislation. If there must be a higher duty to protect the real farmer, and not those who masquerade as farmers, let it be on edible oils alone. Even this is a big question and one for more detailed consideration. As far as a duty on soap oils is concerned, it would not help the American farmer one iota. Soap does not compete with farm products. There is only one sensible thing to do with the present tariff on inedible oils and fats,—leave it severely alone.

The Naphtha Soap Order

THE Federal Trade Commission has issued a cease and desist order against the Procter & Gamble Company for use of the word "naphtha" in connection with two of its soap products which, the Commission contends, do not contain more than one per cent. of naphtha when the products eventually reach the consumer.

In its activities through any commission, such as the Federal Trade Commission, where millions of public funds are spent each year, we believe that the public good should be the primary consideration. This should be particularly true in cases involving so-called unfair competition. If the case involves a matter of consequence to the public, then spend public money in prosecuting it. If not, then the

Distribute Via Jobbers or Direct?

An Old Problem Which Constantly Rears Its Head, Discussed in the Light of New Market Developments

By WALDON FAWCETT

WHICH route to market? This barbed and bristling question of merchandising policy is being brought home more forcefully than ever to the marketers of soap and allied products. If all producers of soap sent their wares to retailers via the jobbers or wholesalers, or if, on the other hand, all soap manufacturers sold direct to final outlets, there would yet be room for an interesting debate. There would, at least, be room for discussion of the contrasting economic theories involved.

What adds, beyond mere logic, a zest to this issue, is the extent to which the contradictory methods are in actual play. When one's competitor adopts a revolutionary mode of marketing, the staunchest stand-patter is bound to re-examine his own position. Instances have been numerous enough to be impressive, lately, of long-established houses in the soap field and allied industry that have suddenly switched from one form of distribution to another.

That soap men are beginning to feel deeply upon this subject is indicated by the attitude of one leader in the trade which has within the year severed relations with jobbers and undertaken to establish direct connections with retailers. For the first six months of 1928,—the first interval on the new basis,—this firm reported net earnings amounting to but 33 1-3 per cent of the earnings during the first half of 1927. But the concern is none the less loyal to its new love. It is explained that it was necessary to finance the operations of 250 additional salesmen. Prediction is made that the temporary slump is merely a case of sacrificing the present for the future.

With the spirit of change, or of irresolution, thus abroad in soap circles, it must impress every factor in the trade as high time to weigh the advantages and disadvantages of the alternative forms of distribution. There has been already, goodness knows, a deal of discussion. But too much of it has been prejudiced or smacks of propoganda. It has been suggested to the publishers of *Soap* that members of the trade who are frankly in per-

plexity might gain from a disinterested, neutral, impartial appraisal of the pros and the cons, on each side. In an effort to provide a background for clarified personal judgment by the individual reader the resources of the Department of Commerce have been ransacked for facts.

The New Influences

STANDING out as a high light in the revelation that latter-day developments in distribution have seriously complicated the issue of direct supply versus intermediary warehousing. No longer is this cleavage the sentimental matter that it once was. The rise of the chain store, the growing urbanization of the country's population, the spread of hand-to-mouth buying, the new technique of the big mail-order houses, and even the later phases of "wagon route" operations and house-to-house canvassing, are exerting powerful influences upon the selection of distribution channels. Installment selling, too, for all that it has so little direct contact with the soap industry, is making indirect impress upon the whole structure of distribution.

Since there are more soap sellers turning from the jobbers and wholesalers than are turning to them it may be well to examine first the lure of the formula of distribution direct to the retailer. The first thing we discover is that the flash of this vogue is not due entirely to solemn conversion to supposed economic advantages. Rather is direct distribution to be classified as an opportunist. It gained no small portion of its impetus from outside stimulants. New forces have arrived to render direct selling easier and presumably more profitable. First, came the domestic parcel post service. Then the development of long-distance haulage by motor truck. Public warehousing has broken into new ground, to the enticement of retailers buying direct. Finally, we have the appearance, yet in the stage of infancy, of the standardized skid platforms and consolidating containers, which simplify the problems of the merchant who orders less-than-car lots.

ONE fallacy to be disposed of thus early, however, is the exploded theory that direct distribution is appreciably cheaper than the routing of goods to the retailer through the wholesaler or jobber or sales agent. In the days when the short cut to market was a new toy, the happy assumption was put forward that if the jobber could be eliminated, his five per cent, or whatever his margin might be, could be divided between the manufacturer and the retailer as so much velvet. In actual practice, it has been found that the cost of distribution is surprisingly near an equivalent no matter whether it takes one, two or three steps to make the journey from factory to the point of actual consumption. Warehousing and the other jobbing functions, including the extension of credit, must be performed by somebody. It is largely a question of where the necessary overhead must be charged up.

If there is no slack taken out of the cost of distribution, where then is the continued fascination of the idea of a single span from factory packing room to store shelf? Plainly, the vision must have a powerful pull on the imagination. Because the jobber or wholesaler has not been standing still in this changing mercantile world. The wide-awake jobber has perfected his facilities in a dozen ways. Not the least of his successes has been the development of a variety of constructive services on the part of jobbers' salesmen. To meet the new conditions, too, there have appeared on the scene, new types of middlemen. The local jobber, for one. The cash-and-carry jobber for another.

Why, in the face of this progressive spirit in jobbing circles is there a continued restlessness on the part of a considerable portion of manufacturers who desire to break away from the old trinity of distribution? The answer, as supplied by various Federal investigators, is three-ply or four-ply. A belief that standard resale prices may be better maintained through direct contractual relations with retailers has swayed many a manufacturer who is annoyed by price cutting on his products. The rise, in certain quarters, of the exclusive agency plan of retail distribution all but entails direct relations. Not the least of the persuasions to certain manufacturers to break away from wholesalers has been found in a sense of irritation because so many of the jobbers have promoted their own private brands.

That Remote Market

IN the soap field, a powerful inducement to direct distribution is found in the conviction

that there is waiting a vast new or uncultivated market that may be reached only via heart-to-heart dealings with retailers direct. This inspiration is what has moved to action the leader in the trade above mentioned. This old and conservative house had come to the conclusion that the saturation point of toilet soap sales had been reached in the cities. But, the company's scouts reported that a vast, neglected, potential market exists in the country districts and, more especially, in the small cities, towns and villages which are not touched by the most far-flung chains and probably never will be. To tap these new outlets will require, the company expects, at least a year. Even with so much patience, it may be accomplished only by supplying direct in lots as small as one-sixth of a dozen, the small stores that dot the more sparsely populated territory.

One circumstance, sometimes overlooked, which tends to level the difference of cost between the two systems of distribution is found in the necessity for more liberal expenditures for national advertising in order to bolster a scheme of distribution direct to retailers. To begin with, the average small retailer cannot be persuaded to take on a line direct unless he can be impressed by a prospectus of national advertising that will move the goods from his shelves. In the case of the firm that is making the plunge in direct distribution, the plan is to not only increase the advertising appropriations for national media but also to go in for extensive advertising locally, encouraging the retailers to tie up with this display in their home town papers.

With all the influences that are pulling soap producers this way and that in their marketing policies, it is evidenced that one disturbing element, more than any other, is responsible for the current shake-up. This prime plotter against the fixed routine is the quantity discount. In the basic idea of a proportionate reduction in price on wholesale purchases of commodities, there is nothing new. From time out of mind, deductions have been for quantity purchases, just as for prompt settlement of accounts. What is upsetting, latterly, is not so much the principle of the quantity discount (although even that is being challenged) as the manner of the application of the quantity discount.

The Quantity Discount

IN the old days, the quantity discount was, for the most part a matter between the manufacturer and the wholesaler or jobber. Not that the retailer was not rewarded for purchases in quantity, but it was not con-

ceivable that any retailer should have price concessions approximating those of the wholesaler. The invasion of the more powerful retailing forces has spoiled this placid picture. On the one hand, we have the large department store insisting that on the score of sheer bulk of purchases, they are entitled to the most liberal discount. On the other hand, we have the big chain store systems demanding as much, yea, perhaps more, say a special super-discount, and introducing their own subsidiary wholesale agencies or "exchanges", when necessary, to qualify for the conventional jobbing function.

As though all this violence to the quantity discount were not enough, behold the rise of the latter-day match for the chain, i.e. the co-operative union of independent merchants banded together for various forms of offense and defense. But principally, it is confessed, to draw down for the members of the pool the very best quantity discounts that are vouchsafed to anybody. To what lengths this form of alliance may go is attested by one organization of independents which musters more than 10,000 retail grocers and 52 wholesalers, representing an aggregate annual business in excess of \$350,000,000.

Jobber-Dealer Friction

CERTAIN manufacturers, who have gone over the heads of the wholesalers, did so, according to reports to the Department of Commerce because they noted what seemed to be an increasing amount of friction between jobbers and dealers. In certain lines, retailers are complaining that wholesalers are selling to the general public at the same price that is paid by the small retailer. On the other hand, the jobbers insist that with the multiplication of brands and the growth of the habit of short ordering, they are performing more valuable service than ever in "carrying" the retailer whose ideal is a close-hauled, rapidly-turning stock.

A ticklish question, not so readily answered by the most unbiased manufacturer, is whether it is better to travel his own salesmen or rely upon the jobbers' salesmen, now that the latter have been brought to higher standards of efficiency. Bound up with this major controversial issue are incidental questions of policy such as the use of P.M.'s, the "free deal", the maintenance of hidden demonstrators, and the stimulation of sales by specialty salesmen who turn over their orders to accredited wholesalers.

All recent research on the part of both Governmental and private agencies indicates (especially in the grocery and toilet goods fields)

a definite tendency for retailers to order from the wholesalers in smaller amounts. The jobbers have made a study of this problem and have devised methods designed to enable them to handle the smaller orders without a prohibitive increase in selling costs. The question that remains to be answered is whether manufacturers who essay direct distribution to retailers have fully sensed this change in conditions, and whether they can handle the multitude of small orders as cheaply as can the jobber.

Size of Area Big Factor

THE Joint Congressional Commission that studied Marketing and Distribution a few years ago came to the conclusion that the most dangerous tendency of the age, on the part of both manufacturers and wholesalers, was the undertaking of distribution over larger territories than can be intensively and economically served. Any strategy in distribution that leans to over-expansion, geographically, defeats its own ends by scattering the accounts, inflating the cost of selling and adding to the cost of transportation. All of which leads the Federal specialists to say that a soap manufacturer, concentrating upon the cultivation of a restricted regional market, might take chances in direct distribution that would be suicidal for the manufacturer who is intent upon the broadest national distribution.

There is no question but what, in this age of commercial unrest a soap manufacturer may gain a certain moral support and good will if he can announce himself as definitely committed to a plan of distribution. It is an era in which wholesalers are nervous lest the manufacturer undertake to dispense with them and go direct to the retailers. But many retailers of soap are, in their turn, no less apprehensive that the manufacturers will flout them and undertake to sell direct to ultimate consumers. The rise of house-to-house canvassing,—straight or on the "club" plan,—is the present day bogey of many a retailer. Vague suspicions stay the distributive hand that should be busy building good will for the manufacturers. Hence the theory at Washington that it behooves the manufacturer to find himself as soon as possible on this question of distributive method and, once he has embraced a faith, let it be known that he is committed to it.

Perfumed soaps imported into Peru will be exempt from the 10% ad valorem luxury surtax applied to articles of perfumery under Law No. 4480, according to a recent Peruvian decree.

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ATLANTA	- - - -	81 POPLAR STREET
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Process for Milled Toilet Soaps

Brief Discussion of Method and Materials for Producing a Standard Base for a Good Milled Soap

By A. J. REDPAR



THE manufacture of milled toilet soaps is one of the most fascinating, as well as perplexing and difficult problems in the art of soapmaking. The selection of the fats and oils that are the least liable to show rancidity but possess free lathering qualities is essential. The base soaps must be made with the greatest care and all glycerin and every trace of salt should be eliminated. The base must be neutral, free from fatty acids, and from salt, as the latter remaining in the base soap tends to make a hard, brittle product in the milled soap and is often a cause of the finished cake cracking at the core before the soap is entirely used up by the consumer. The soap when milled should be of a plastic nature, without being soft, and when plodded and pressed, it should have a good lustre and have no need for an artificial polish.

I once heard a housewife remark when she gave me a cake of soap for my bath, (perhaps because she knew me as a soap maker) "This cake of soap acts at first as if it had wax on it. Do you use wax to prevent the perfume from getting out?" I told her no and called her attention to the fine polish, to which she replied, "I wish the makers would keep off the polish and give us all soap." With this in mind, it occurs to me that the artificial polish is more for the benefit of our competitors, or our salesmen, and is not considered essential to a good soap by the average consumer.

The materials used in the making of toilet soap base are prime tallow, cottonseed oil, palm oil, olive oil, peanut oil, coconut oil and palm kernel oil. Other fats and oils, some of which are quite inferior, and have a titre of about 40, are used, depending upon the quality of soap desired. Many of the toilet bases are made from 80% prime tallow and 20% Cochin Coconut oil. The process for making these soaps resembles somewhat that used for a settled family soap. We suggest, however, the following formula, which produces the best toilet soap base free from rancidity when aged and a finished tablet which has a fine lustre after pressing. The basis is: 57% of edible

tallow, 20% of white peanut oil, 20% edible coconut oil, 3% W. W. Rosin.

THE tallow and peanut oil are steamed into the receiving tank together and pumped into the soap kettle. The Coconut oil is steamed into the tank ready to use after the saponification of the tallow and peanut oil. Turn the open steam into the soap kettle. When the oils commence to boil, run in enough caustic soda lye at 12° Bé to start saponification. When the mass has a milky appearance and no biting taste, increase the lye to 20° Bé, boiling the mass slowly with the open steam, running in the lye continually, using care the mass does not thicken or lump for lack of lye.

When the boil has a translucent appearance and a sharp taste, stop the lye and continue boiling adding lye from time to time as the taste shows a lye weakening until the mass has a continuous alkaline taste. Stop the lye and spread salt slowly over the surface of the soap until it has a granular appearance. The soap will boil with the closed steam when in this condition and the open steam can be turned off. A sample taken on a shovel will allow the grained soap and the liquor (spent lye) to run freely and separately. Continue to boil the soap for two hours to allow any caustic remaining to be absorbed by the soap. When the lye has no caustic taste, close off the steam. Allow the soap to settle for five hours or more. The spent lye will settle to the bottom of the kettle and should be pumped to the glycerin lye tank.

TURN the open steam into the kettle and spray enough water into the boiling soap to smooth out the grainy condition. When quite smooth, pump into the kettle about one half of the coconut oil and run in about the same weight of caustic lye at 25° Bé. Keep the soap boiling slowly with the open steam and spread in a small quantity of salt to keep the soap from "bunching". Add lye at 25° Bé, until the soap grains when a sample is taken on a shovel. Pump in the balance of the coconut oil and continue to boil slowly adding lye continually until the soap has a

sharp bite on the tongue. Spread salt on the boiling mass gradually to prevent the salt from falling to the bottom of the kettle before it is dissolved. When the soap begins to grain and the spent lye runs off freely, stop the open steam and boil with the closed coil for two hours for perfect saponification. Turn off the steam and let settle for five hours or over night. The spent lye should be neutral enough to pump into the glycerin lye tank.

Turn on the open steam and when boiling spray enough water over the surface to smooth out the grainy condition allowing the soap to boil to a thin condition. Do not use lye on this change, but salt until the soap is of a good grain. Shut off the open steam and open the closed steam, boiling well for an hour or more. This change is to wash out all the glycerin that remains in the soap from the previous changes. Shut the steam, allow the soap to settle several hours and then pump this wash change to the glycerin lye tank. Break the 3% of rosin in pieces not larger than an egg and spread over the boiling soap. Turn on the open steam and while boiling spray in water to smooth out the grainy condition. When smooth, run in lye at 14° Bé, adding enough of this lye to grain the soap and leave a sharp taste on the tongue. When the soap is well grained, shut off the open steam and boil for three hours with the closed coil. This is the strong change and is made to saponify any fatty acids that may not have been perfectly saponified in the previous changes. This lye when pumped off will be strong of caustic soda and should be pumped into a tank and saved to use in starting the following boil.

WHEN the lye is all out of the strong change, turn the open steam into the kettle and spray water into the soap allowing the soap to rise in the kettle as far as is safe. When the soap shows signs of a smooth grain, take a clean trowel and insert into the boiling soap; draw out in a horizontal position, hold for a few seconds and then let the soap run off. If there is a very slight film left on the trowel when the grains of soap have left the trowel, the soap is in a half-finished condition. The steam should be closed, the soap allowed to settle for five hours or more. This half-finished change will settle to the bottom of the kettle. A slight film forms in the lye that is drawn off and can be saved to use in starting a batch of common soap. This half-finish will make a good, bright color in the soap when the soap is finished and made into milled soap.

The fitting or settling change is the most particular step in making the base soap. Perfect milling, plodding and polish depend upon a perfect finish. If the soap is too "short in grain," it will be hard and coarse and lack polish. If the finish of the soap has a long soft grain, the finish is too neutral and needs caustic lye enough to bring the soap exactly to the point of neutrality.

When the liquor has been drawn from the half-finish change, the open steam should be turned into the kettle and the soap allowed to rise as far as is safe without boiling over. Spray enough water over the soap while boiling to allow a closed condition while the soap is boiling. It will assume a bright, glossy appearance, will fall into broad plaques, and will boil easily with depressions constantly falling toward the center of the kettle. A clean trowel is inserted in the boiling soap, allowed to become hot and a sample drawn in a horizontal position for a few seconds then allowed to run off the trowel in a vertical position. The soap should run off in flakes and the flake will hold together until it is an inch or more in length before breaking from the trowel. As the flakes slide from the trowel, the trowel will be nearly clean. Just a small film will remain on the trowel that can be felt when the finger is drawn over the trowel surface. If lye should run off the trowel, it is necessary to add water, boil thoroughly and repeat the test. If a thick film is left on the trowel, a little strong lye is to be boiled into the soap and the trowel test repeated until the soap is right. The soap should be boiled as high in the kettle as possible when the finish is complete to allow the nigre to settle out to the bottom of the kettle. The soap is finished, the steam turned off and the soap allowed to cool until it is at one hundred and seventy degrees Fahrenheit.

THE soap is then pumped to a tank to be passed over the rolls and through the soap dryer and the chips dried to contain 86 to 88 per cent of anhydrous soap, then passed to the amalgamator for mixing in colors and perfume ready for milling. If preferred, the soap may be pumped into the frames, allowed to harden, cut into bars to dry and age, then passed through a chipping machine, spread upon racks, allowed to dry down to 12 to 16% moisture content, when the chips are ready to mill. We have given the two ways of preparing the base soap for milling. The advantage of passing the soap through the dryer is the saving of labor and time. The disadvantage is that the dry edges of the soap are sometimes very hard to mill out, often

leaving specks in the finished soap, and the soap will not have the desired gloss. The method of framing, cutting, chipping the bars, and drying makes the soap homogenous, saves extra milling, gives a finer gloss, and reduces the danger of cracks at the core of the finished tablet.

Notes:—The amount of rosin used in the soap base does not discolor. It tends to make the soap of a tougher grain and more plastic, gives a better gloss, acts as a fixer for the perfumes, makes the milling of the soap easier in that it reduces the number of times necessary to pass the soap through the mill.

The nigre that is left in the kettle after the pumping out of the finished base soap, is usually boiled with salt enough to grain out the soap and is used in a cheaper grade of soap.

Despite the fact that German glycerin prices have been reduced 60% in the last two years, German exports of glycerin have declined also. Only 2,000 tons were exported during the first six months of 1928, as compared with 2,500 tons for the same period in 1927. This decline was caused by a falling off in the American demand, only 41 tons having been shipped to the United States during the first six months of 1928 where 615 tons were exported during the same six months of 1927. Competition with American substitutes has combined with the peace treaty restrictions on the manufacture of explosives to limit the German glycerin market, according to the report.

"The Retailer and Consumer in New England," a pamphlet dealing with the practices, policies, habits and points of view of the retailers and consumers in New England, has just been issued by the Domestic Commerce division of the Department of Commerce. This pamphlet is an advance reprint of a part of the Commercial Survey of New England, which takes up the commercial structure of the region.

Additional details on the convention of American Manufacturers of Toilet Articles are now available. Besides the dinner on the liner, *Paris*, on April 4, there will be a visit to a night club and a fashion show. Sun Tube Corp., and Bristol-Myers Co., have again arranged for the famous Ipana Troubadours to play at the banquet on the *Paris*.

George A. Blair, Wilson & Co., Chicago, was recently elected general chairman of Midwest Shippers Advisory Board.

Record Laundry Soap Exports

After falling to a very low level in September, exports of laundry soap from the United States rose abruptly during October, and set a record high mark for the last two years. The dollar and poundage totals for October, 1928, far exceeded the 1927 October figure, the 1927 monthly average, and each individual month in the last two years. Exports of toilet soap declined as to volume, but finally rose in value for the first time in the last five months. The volume total for October, 1928, was smaller than that recorded in September, 1928, October, 1927 and the average 1927 month. The October, 1928 value was a gain over the previous month, but was still smaller than the 1927 October figure and the 1927 monthly average. Exports of other soaps rose again in both volume and value. Totals follow:

	Toilet Soap	
	Lbs.	Value
October, 1928	430,811	\$167,029
September, 1928	622,288	138,841
October, 1927	579,558	210,708
1927 Average	684,898	240,213
	Laundry Soap	
	Lbs.	Value
October, 1928	7,041,736	\$558,018
September, 1928	2,901,875	202,860
October, 1927	5,205,560	368,983
1927 Average	4,683,441	323,163
	Other Soap	
	Lbs.	Value
October, 1928	1,242,872	\$86,372
September, 1928	654,017	72,353
October, 1927	1,229,081	106,076
1927 Average	1,082,042	98,487

The following countries were the largest buyers in each class:

	Toilet Soap	
	Lbs.	Value
British India	49,596	\$17,931
Philippine Islands	51,443	15,558
Cuba	30,654	13,232
	Laundry Soap	
	Lbs.	Value
Philippine Islands	2,556,131	\$157,045
Canada	1,931,616	144,975
Dominican Republic	412,415	108,988
	Other Soap	
	Lbs.	Value
United Kingdom	632,204	\$31,080
Canada	114,619	14,836
Philippine Islands	143,813	5,684

China and Canada had reduced consumption of toilet soap which put British India and the Philippines at the head of the list. Philippines and Canada continued at the head of the laundry soap list with exceptionally large purchases in October. United Kingdom and Canada again headed the miscellaneous soap list.

The UPWARD Trend

shows how
"new-day" merchandising
can be met

FROM the day the savage first wrapped a peace offering in forest leaves, the problem of packaging has faced mankind.

'Tis a long road from that first package of leaves to the twenty-one modern H & D plants producing millions of corrugated fibre shipping boxes each year. But new-day methods of merchandising have demanded more and more, better and better packaging.

Purchasers in every field are using H & D products because Hinde & Dauch has kept a weather eye to industry and its packaging needs. Today 50 H & D package engineers are ready to study your present ways of packing and show you how engineered packaging can help you meet new-day methods of merchandising. This service is without obligation.



The Hinde & Dauch Paper Co.
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HINDE & DAUCH *corrugated fibre* **SHIPPING BOXES**

Say you saw it in SOAP!

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Soaps from Organic Bases

*The Preparation, Properties and Applications of Soaps made from Fatty Acids and Ethanolamines**

By R. B. TRUSLER

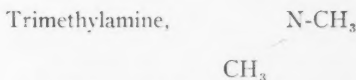
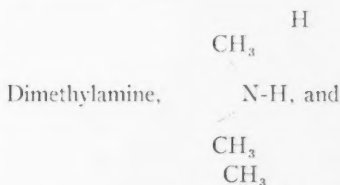
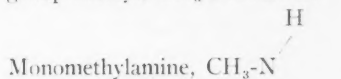
Industrial Fellow, Mellon Institute

THE combination, or chemical union, of a metal or basic group of any kind with a fatty acid produces a salt. If the fatty acid is one consisting of a relatively large number of carbon atoms, such a metallic salt is called a soap. The term "soap" in fact, is rarely applied to salts wherein the fatty acid contains less than nine carbon atoms, and in technology twelve carbon atoms are generally regarded as constituting the practical lower limit for soap-forming fatty acids. The most available soap-producing fatty acid is oleic acid. All grades of oleic acid on the market consist chiefly of true oleic acid together with isomers of apparently the same composition. The two solid fatty acids, stearic and palmitic acids, are next in abundance. Occasional special applications involve soaps made from linoleic acid and from lauric acid, and more rarely from numerous less available fatty acids that cannot be described here. In a general way, because of the indefinite gradation in the physical properties of the salts of the fatty acids, a soap-forming fatty acid may be defined as one whose sodium or potassium salt in water solution produces a foam when shaken. A more exact definition cannot easily be given, for it would involve consideration of the durability of the foam, the temperature, the concentration, and other conditions.

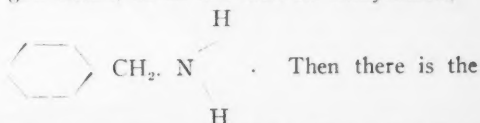
Salts produced by the combination of an organic base with a soap-forming fatty acid belong to the family of soaps just as correctly as do the salts obtained from any alkali or metal and the same fatty acid. An organic base may be described as a collection of non-metallic atoms arranged in a definite, invariable grouping, and which exhibit sufficient basicity to combine with an acid to produce a salt. The organic bases vary greatly in their basicity, i. e., in their combining power. For this reason some organic bases give stable compounds with only mineral acids and certain stronger (more highly ionized) organic acids, and do not combine appreciably with the soap-producing fatty acids. There are numerous organic bases, however, which combine with the heavy fatty acids to produce exceedingly

interesting and important types of soaps.

Upon this occasion only the soaps made from organic bases containing one or more nitrogen atoms will be considered. These basic organic compounds are obtained mainly by synthetic chemical means through the substitution of some organic group in place of one or more of the hydrogen atoms normally attached to the nitrogen atom of the ammonia molecule. The replacement of one or more of the hydrogen atoms attached to the nitrogen nucleus makes possible the production of alkylamines and arylamines possessing marked basic properties. An alkylamine always is obtained when one or more of the hydrogen atoms attached to the nitrogen nucleus is replaced by an alkyl, sometimes called aliphatic group. Hence the alkyl group methyl, CH_3 -, occurs in

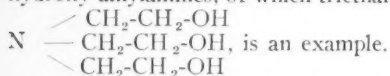


Similarly, the ethyl and propyl groups occur in the ethylamines and propylamines, etc. A single alkyl group may be shared between amine groups. A good example of this is ethylenediamine, $\text{NH}_2\text{.CH}_2\text{.CH}_2\text{-NH}_2$. Also, the alkyl group itself may have some grouping of atoms in place of one or more of its hydrogen atoms, as in the case of benzylamine,

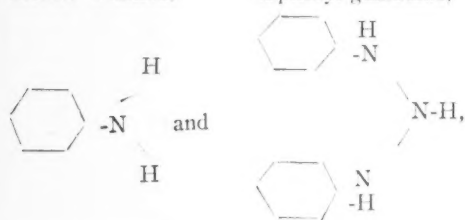


*Before the American Oil Chemists Society, New York.

remarkable class of compounds known as the hydroxy-alkylamines, of which triethanolamine,



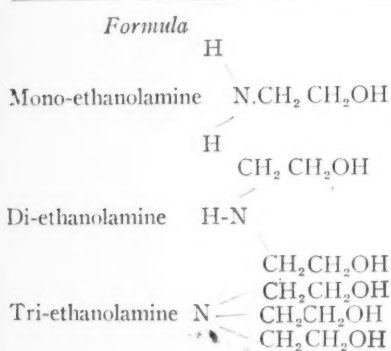
The arylamines differ from the alkylamines in that an aryl, or aromatic, or a benzenoid group, replaces one or more of the hydrogen atoms. Aniline, diphenyl-guanidine,



are representative compounds in this class of substituted amines.

Ethanolamine Soaps Theoretical Considerations

The soaps obtained from the ethanolamines promise to become outstanding among the organic base soaps, because of the peculiar properties of the ethanolamine fatty acid compound,



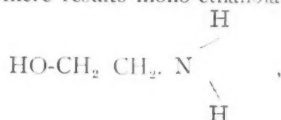
The three ethanolamines differ slightly in their physical and chemical properties. They are miscible in all proportions with water, the ordinary alcohols, acetone and its homologues, glycerin, glycol, ethylene chlorhydrin and propylene chlorhydrin, and in general with many oxygenated organic compounds. Among the exceptions to this classification are ethyl ether and some of the aldehydes, in which the ethanolamines are scarcely soluble. Mono-ethanolamine is a colorless liquid, slightly viscous and possesses a faint but agreeable ammoniacal odor. It is one of the most hygroscopic substances known. Di-ethanolamine is also a colorless and odorless liquid. It is viscous like glycerin. Tri-ethanolamine, when

as well as the striking and unusual character of these hydroxy-alkylamines themselves.

The ethanolamines, from which ethanolamine soaps are made, are three in number, viz., mono-, di-, and tri-ethanolamines. These compounds are synthesized from ammonia and fundamentally are substituted ammonia compounds, in which one or more of the hydrogen

atoms of the compound N-H have been re-

placed by the ethanol group, $\text{HO-CH}_2\text{CH}_2\text{-}$. Hence, by the replacement of one hydrogen in ammonia, there results mono-ethanolamine,



which is chemically classified as a hydroxy-alkylamine. Since each of the hydrogen atoms can be replaced by an ethanol group, three ethanolamines are obtainable.

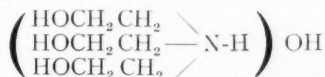
The chemical formulas and boiling points of these ethanolamines are as follows:

Approximate Molecular Weight	Boiling Point
61.07	171°C. at 757 mm.
105.12	217°C. at 150 mm.
149.16	277°C. at 150 mm.

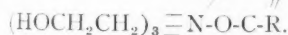
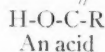
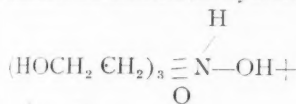
pure, is a white, crystalline solid at room temperature. Other physical properties of the ethanolamines, including pH values, will be determined and reported in the future.

The ethanolamines are basic compounds, shown by their structural formulae. When dissolved in water, they are strongly alkaline to phenolphthalein. Titration with standard hydrochloric acid has shown that one molecular weight of any one of the ethanolamines is equivalent to one molecular weight of sodium hydroxide in combining with an acid. The tri-ethanolamine appears to be more basic than the di-ethanolamine, which, in turn, seems to be more basic than the mono-ethanolamine. The exact relationships will be revealed when the pH values are known.

The combination of any one of the ethanolamines with a fatty acid also results in a neutral compound. A study of the reaction has shown that, during neutralization of these hydroxy-amines, either in solution or in anhydrous conditions, the tertiary nitrogen becomes quaternary in the same fashion as the nitrogen atom in the ammonia molecule when neutralized under similar conditions. For example, in water solution it is evident that tri-ethanolamine is hydrated by adding one molecule of water, as

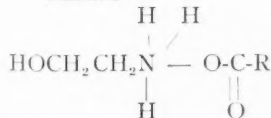
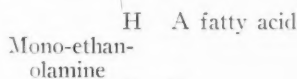
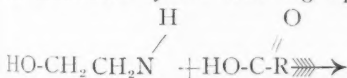


This combines with an acid in the same manner as ammonium hydroxide, as follows:



A salt of tri-ethanolamine

The reaction between anhydrous ethanolamine and an anhydrous acid yields the same result, since the nitrogen atom again changes valence. It has been found that a molecular equivalent of any one of the ethanolamines combines with exactly one molecular equivalent of an organic acid; and if the organic acid is one of the soap-producing fatty acids, the resulting product is a soap. The reaction may be illustrated by the following equation:



A soap of mono-ethanolamine

The compounds made in this manner were found to be anhydrous. The absence of any water of reaction showed that there was no formation of esters by the acid condensing with the hydroxyl group.

Preparation of Ethanolamine Soaps

In the course of his researches Koganei²

found that mono-ethanolamine (or beta-amino-ethanol) was sufficiently basic to react with stearic and oleic acids, to produce compounds having decided soap-like properties. This work was done when mono-ethanolamine was prepared by tedious academic means. A few years later, when the ethanolamines were approaching commercial availability through a new chemical synthesis, the preparation of all types of their soaps on a large scale became possible, thus permitting a study of them and their technical applications³.

There are three possible homologous types of ethanolamine soaps, depending upon which one of the three ethanolamines is used. However, for technical purposes, a mixture of the three can be used advantageously, because they are quite similar in their properties. This mixture, which consists of approximately 75 to 80 per cent tri-ethanolamine, 20 to 25 per cent di-ethanolamine, and 0 to 5 per cent mono-ethanolamine, has a price advantage over any one of the constituents in that there is no additional cost for fractionation, which, of course, would be necessary if the individual components were required separately. The mixture of these homologues is therefore offered to the trade under the name of "Enthanolamine." While we are interested in the soaps from the individual ethanolamines themselves, we are most interested in the soaps involving the technical ethanolamine, which, incidentally, is obtainable in a high state of purity. Any one of the three ethanolamines as well as technical "Ethanolamine" combines readily with fatty acids to produce soaps. In order to prepare any one of the ethanolamine soaps, it is best to determine the basicity of the ethanolamine by titration in water against a standard acid. This procedure will allow the calculation of the concentration of the particular hydroxy-alkylamine and also takes into account the presence of moisture. The acidity, or combining value, of the fatty acid should also be determined according to a standard method for titrating a fatty acid in alcohol. After these two values have been found, weighed quantities of both ingredients may be combined. It would be convenient, indeed, if approximately correct quantities of both ethanolamine and the fatty acid could be run into the reaction kettle, and then the final necessary amount of either ingredient could be added to bring about a neutral product, as shown by testing portions of it by an indicator. But this method so far has proved to be unreliable, because even with

² Koganei, *Biochem. J.*, 3, 19 (1923).

³ The writer was preceded in this study by Dr. O. F. Hedenburg, another Industrial Fellow of Mellon Institute.

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methyl red in alcohol the color change from red to yellow occurs so slowly that uncertain results are had.

The liquid fatty acids, such as oleic acid, permit the easy preparation of ethanolamine soaps. For example, let us consider the preparation of ethanolamine oleate from the technical oleic acid, which may be the "saponified" or the "distilled" variety. Analyses of the oleic acid to be used have shown it to have an acidity of 97.5 per cent in terms of oleic acid, and the ethanolamine has been found to have such alkalinity that 100 grams will combine with 215 grams of pure oleic acid⁴. Then, for every 100 Kilos of ethanolamine there must

215
be added — or about 220.511 Kilos of oleic
97.5

acid. The oleic acid is run into the container, which should be provided with a strong and slowly revolving stirrer. The entire amount of ethanolamine can be run in before stirring is begun. When stirring is finally started and the two ingredients are brought into intimate contact, reaction occurs with sufficient heat to keep the contents mobile during stirring. External heat does not promote the combination. Inasmuch as neither of the components appreciably vaporizes, there is no loss during the reaction. Water increases the viscosity of these soaps, and hence the ethanolamine should not contain over 10 per cent moisture, and preferably should be nearly anhydrous, otherwise stirring the reaction mixture will become more difficult. The writer wishes to mention again that the two ingredients unite exothermically, showing a decided chemical reaction.

Combining solid fatty acids, such as stearic acid, with the ethanolamines requires slightly different treatment. In order to mix intimately a solid fatty acid with an ethanolamine to bring about complete reaction, two different procedures are available, namely: (1) The solid fatty acid may be melted and heated to about 60°, and into it is stirred the correct quantity of ethanolamine, which has also been warmed to about 60°. This pre-heating plus the heat of reaction will keep the soap sufficiently soft to allow thorough stirring, otherwise the viscous product will solidify. (2) the stearic acid, or fatty acid, may be dissolved in a solvent, such as denatured alcohol, to which the ethanolamine is then added with stirring. The soap may be recovered by evaporating the solvent.

⁴ While the molecular weight of oleic acid is about 282.27, and the molecular weight of triethanolamine is about 149.16, it has been mentioned that technical ethanolamine contains some of the lighter molecular weight ethanolamines, which increase the ratio of oleic acid to ethanolamine above the molecular proportions of 282.27 to 149.16.

(To Be Concluded)

Small Soap Maker Will Be Victim of New Tariff, Says Gordon

Predicting an increase in the price of soap raw materials if the proposed tariff of 45 per cent on oils and fats becomes law, which will be the death knell of the small American soap manufacturer, John B. Gordon, representative of the Bureau of Raw Materials for the American Vegetable Oils and Fats Industries, in a recent statement to *Soap*, said: "I am forwarding you in the course of a few days the brief of the Laundry Soap Manufacturers and the verbal remarks of the Laundry Owners before the Ways and Means Committee of the House of Representatives. These briefs are presented in defense of the laundry soap industry against the most revolutionary proposal in the history of tariff making. It is proposed that a duty of forty-five per cent ad valorem be placed on every pound of oil and fat coming into the United States, irrespective of the use to which it is put. This proposal includes the products of the Philippine Islands. The proposal of the farm organizations, or rather the manufacturers who are masquerading as farm organizations, is to place a duty also of forty-five per cent ad valorem on the oil content of copra, palm kernel and other vegetable oils.

Manifestly, if this proposal goes through, it will cause the dismantling of about two-thirds of the plants now in active operation in the vegetable oil industry. I say this advisedly because it will enforce the consolidation of the present smaller units into large units which can act as direct importers. The fight, therefore, is in the main, the fight of the smaller manufacturers. The large manufacturer, however, up to this point, has been made to carry the brunt of the burden. Yet, it must be considered that the large manufacturer is not going to suffer from an imposition of forty-five per cent ad valorem on soap making raw materials nearly so much as will the small manufacturer. The big fellow by virtue of his large manufacturing output can effect economies of operation which will naturally give him an advantage over his small competitor, and by being possessed of a sufficient financial backing to finance direct importations, the big manufacturer would have the inside track over the small manufacturer who could not import direct.

It must be kept in mind that there is in the United States a deficiency of one billion pounds of soap making oil and fats, and that we must continue to import the same amount of oil for the soap materials, irrespective

(Continued on Page 81)



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Drug & Chemical Dinner March 14th

The banquet to be given at the Waldorf Astoria by the Drug and Chemical Section of the New York Board of Trade and Transportation, March 14, will probably be the last affair of that nature ever to be given there. Plans have been made to use the ground for other purposes, and wrecking of the building will begin shortly after the dinner. It is very fitting that this last dinner should be given by the Board of Trade, for, according to William F. McConnell, secretary of the Drug and Chemical Section, the first public dinner ever given at the Waldorf was also given by the New York Board of Trade.

The annual dinner held last year was attended by 400 members and guests, and it is expected that the attendance this year will reach 500. Frank J. McDonough, New York Quinine and Chemical Works, is chairman of the executive committee in charge of making arrangements for the



S. B. PENICK



F. J. McDONOUGH



P. C. MAGNUS

banquet. P. C. Magnus, Magnus, Mabey & Reynard, is vice-chairman, and S. B. Penick, S. B. Penick & Co., is treasurer of the section.

The New York Board of Trade and Transportation keeps in close touch with all legislation which might affect the Drug and Chemical trades, keeps the trade informed as to proposed bills, and organizes concerted opposition when it is necessary to defeat some measure harmful to the industry. Among other achievements, it successfully opposed legislation to control the sale of alkalis.

Issue Order Against P. & G. Naptha

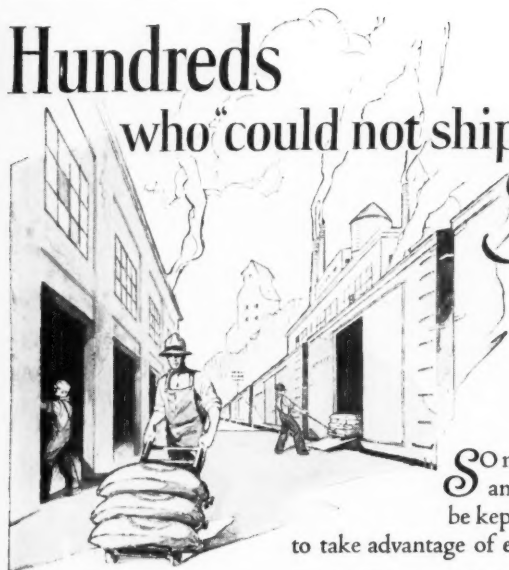
The use of the word "naptha" in connection with "Star Naptha Washing Powder" and "P & G White Naptha Soap Chips" has been forbidden in a cease and desist order issued against the Procter & Gamble Co. by the Federal Trade Commission. The Commission has ordered Procter & Gamble to cease using this word, because it contends the products do not contain more than one per cent. of naptha by the time they reach the consumer. It points out that the average retailer takes about twenty-one days to sell a box of white naptha soap, and that in addition the soap is kept in warehouses and in transit for an average of fifty-three days. This time is sufficient, the Commission says, for the naptha to evaporate, so that the soap contains less than one per cent. of it by weight.

The order in part reads as follows: "The soap products heretofore manufactured and sold by respondents, under the brand names of 'Star Naptha Washing Powder' and 'P. & G. the White Naptha Soap Chips' do not contain naptha to the amount of more than 1 per cent. by weight thereof when such products reach the consuming public in the usual course of retail trade. That soap products in the form of powder or chips because of their nature, being composed of finely divided particles, will not retain a volatile ingredient such as naptha to the extent of more than one per cent. by weight thereof, up to the end of the period required for the distribution of such products to the ultimate users thereof in the usual and ordinary course of retail trade.

"That at least 90 per cent. of the bar laundry soap manufactured and sold by respondents under the brand name of 'P. & G. the White Naptha Soap' is distributed to the consuming public through retail dealers whose average sales approximate 17 1/3 boxes of such soap per year each, or approximately one box every twenty-one days; that such soap is in the factories and warehouses of respondents, after being packed in boxes and before shipment, and in transit to warehouses of respondents or warehouses of wholesale dealers to whom it is sold, and in storage in such warehouses and in transit from such warehouses to retail dealers, for a period not exceeding fifty-three days. That the distribution of 90 per cent. of the output of the soap so manufactured and sold by respondents, is deemed to be normal distribution of such soap in the usual course of retail trade.

"That the normal rate of evaporation of naptha put into 'P. & G. the White Naptha

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Soap as now constituted, up to the end of the period required for its normal distribution in the usual course of retail trade, is 16.92 per cent., and if said soap as now constituted, has incorporated into it upon manufacture, a quantity of naphtha equal to 1.25 per cent. by weight thereof, such soap will retain a quantity of such ingredient, exceeding 1 per cent of the weight thereof, up to the end of the period required for its distribution to the ultimate consumers in the usual course of retail trade.

"That the bar laundry soap heretofore manufactured and sold by respondents under the brand name of 'P. & G. the White Naphtha Soap,' has not contained naphtha to the amount of more than 1 per cent by weight thereof, when such soap reached the consuming public in the usual course of retail trade."

Naval Stores Factors to Meet

Naval Stores trade will meet in Pensacola, Fla., Feb. 20-22, for their sixth annual "Get-to-Gether" meeting. Headquarters will be established at the San Carlos Hotel, where H. A. Lurton, Lurton Co., Pensacola, is arranging accommodations. A golf tournament will be held at Pensacola Country Club on Wednesday, Feb. 20, and interested players should send club handicaps and lowest scores to J. H. McCormack, of Newport Co., Pensacola. New York men attending the meeting may travel together in a private pullman, leaving Monday, Feb. 18. Ernest E. Holdman, 90 West St., New York, has been appointed acting secretary. Telephone Rector 8510.

Hercules Offers Light Wood Rosin

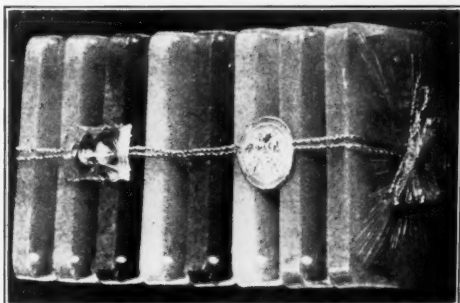
Hercules Powder Co., Wilmington, Del., has announced that they are now offering several new refined grades of wood rosin, especially a light colored product known as "I" wood rosin. This material is said to be suitable for replacement of N and WG grades of gum rosin for many uses. The new product has been in the experimental stage for some time, after a number years of research by the company. Heretofore, only dark grades of wood rosin have been available. The company has also announced various new refined grades of darker rosins under the headings, "B", treated "B", limed wood rosin, and also the usual FF grade. Bleaching of wood rosin to secure a light colored product suitable as a substitute for various gum rosins has been the object of chemical research for some years past in the naval stores industry.

Nigeria Aids Palm Oil Producers

Improved methods of extracting palm oil and palm kernels from the fruit of the palm tree are being advocated by the Nigerian government. Nigeria has long been the most important producer of these oils in the world, but is now facing stronger competition from Sumatra and Belgian Congo. To fight this the officials believe it necessary to cut production costs and eliminate waste by licensing extraction plants to replace the crude and wasteful native methods of oil extraction which is said to waste fifty percent of the oil. This step has been long delayed because of fear that foreign capital might dominate the extractive field, and gradually gain control of the whole productive system. It is now proposed to license a limited number of factories, separated by twenty miles from each other, to do the work with government financial assistance.

The freight rate on one thousand barrel lots of rosin from Southern ports was recently lowered to 87c a barrel by Ocean Steamship Co. Rosin dealers in New York complained, calling this action a discrimination against the small dealers, with the result that the ruling has been rescinded. All cargoes smaller than four thousand barrels will now pay a uniform rate of \$1.25 a barrel.

Glidden Co., reported sales of \$27,417,570 for the year ended Dec. 31, 1928, with profits of \$2,261,118. Its chemical division will be extended through the purchase of additional plants, during the coming year. The company reports that Howard K. Williams was recently elected a director.



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MINIMUM REGULAR PACKING 5 lbs.
¼ OZ. SAMPLE ON REQUEST

Say you saw it in SOAP!

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British Soap Exports Higher

British soap exports registered another gain in November, 1928, and totaled 128,036 cwts., with a value of £299,037. Although this figure was larger than the October figure, it failed to equal the 1927 monthly average of 135,376 cwts., valued at £318,730. Bar soap to the amount of 112,966 cwts., valued at £217,428, and 6,241 cwts. of toilet soap, worth £54,076, were shipped out of the country, the first figures representing an increase, and the second figures, a decrease, over October. Soap imports were also larger in November, amounting to 24,017 cwts., with a value of £54,121, slightly under the 1927 monthly average of 26,270 cwts., valued at £59,098. Imports of hard bar soap were 13,736 cwts., valued at £27,860, an increase over the figures for the previous month. Imports of toilet soap amounted to 3,274 cwts., worth £16,674.

The freight rate on linseed oil in the southern territory of United States was equalized with the rate on cottonseed oil by the decision of the Interstate Commerce Commission in the recent complaint brought by Peaslee-Gaulbert Co., Atlanta. The linseed oil rate was lowered to put it on a parity with the special commodity rate on cottonseed oil from Evansville, Ind., to Atlanta.

The J. W. Marrow Mfg. Co., at 3037 North Clark Street, Chicago, has awarded a prize of one hundred dollars to Miss Margaret M. Lydon, of Everett, Mass., for contributing the winning name for a new antiseptic shampoo. It will be called *Mar-O-Oil* and Mr. Marrow reports that it is proving an attractive item in the beauty shops.

A new essential oil, said to be twice as effective a germicide as eucalyptus, having a germicidal coefficient of 11, will soon be produced in New South Wales, according to *The Weekly Times*, Melbourne. This oil, a vegetable extract from the tea tree, is said to be 11 times as strong as carbolic in destroying typhoid germs, although non-poisonous and non-irritant. A. R. Penfold is responsible for the discovery.

Philippines exported 515,200,000 lbs. of copra, valued at \$22,150,000, during 1928, according to a cable from United States Trade Commissioner at Manila. Coconut oil exports for the same period were 302,176,000 lbs., worth \$22,300,000. This represented a decrease of 5,000,000 lbs. in coconut oil exports as compared to 1927, which was offset by a 6,000,000 lbs. increase in exports of copra.

Glycerin Market Remains Quiet

Interest of purchasers in glycerin was absent during the period, according to a report on the market under date of Feb. 1 from C. B. Peters & Co., New York. Sellers, likewise, appear to be content to sit back and await market developments. There was little change in prices, closing noted as follows: dynamite, domestic, 12 to 12¼c; foreign, 9.15 to 9.20 c. i. f. Soap lye was named at 7¼ to 7¾c delivered, foreign at 6.35 c. i. f. Saponification at 8¼ to 8½c delivered; foreign 7.25c c. i. f. They state: "Our European correspondents report that owing to the low prices prevailing on crude glycerin, the production of this grade is continually falling off, especially among the smaller and medium sized manufacturers. They estimate the production today is only one-third that of 1926—27."

Unofficial figures show the imports of all grades of glycerin for January, 1929, to be 1,491,500 as follows: crude, 705,000 lbs., dynamite, 643,500 lbs., C. P. 143,000 lbs. In January, 1928, actual imports were 535,768 lbs. of all kinds.

The Annual Bowling Tournament of the Chicago Perfumery, Soap and Extract Association, held over from last Fall, took place at the Elk's Club on the evening of Wednesday, January 16th. Sixteen prizes were awarded and the affair was directed by Arthur Fortune, of Morana Incorporated, Chairman of the Committee. The gross scores of the first five prize winners were as follows: Walter H. Jelly, of Walter H. Jelly & Co.; 571; A. M. Burgh, of C. W. Beggs Sons & Co.; 563; James Stocks, of Franco American Hygienic Co.; 556; C. A. Seguin, of C. A. Seguin Co.; 555; W. Susanka, of Dodge & Olcott Co.; 536. The booby prize was won by Joseph De Lorme. The new luncheon meeting headquarters of the Association are at the Midland Club, 172 West Adams Street where, on January 16th, the largest attendance in over a year was recorded.

The Chicago Drug and Chemical Association held its first meeting of the new year in the form of a luncheon at the Medical and Dental Arts Building on Thursday, January 31st. The members were addressed by Quin Ryan, Radio Announcer for WGN.

A new company in Malaya plans to develop several new plantations for production of palm oil, to be financed by a sale of bonds, according to a recent report from Department of Commerce.



NIAGARA FALLS PLANT

HOOKER

Chemicals

CAUSTIC SODA
 LIQUID CHLORINE
 BLEACHING POWDER
 MURIATIC ACID
 MONOCHLORBENZENE
PARADICHLORBENZENE
 BENZOATE OF SODA
 BENZOIC ACID
 BENZOYL CHLORIDE
 BENZYL ALCOHOL
 ANTIMONY TRICHLORIDE
 FERRIC CHLORIDE
 SULPHUR MONOCHLORIDE
 SULPHUR DICHLORIDE
 SULPHURYL CHLORIDE
 SALT

Established in 1903, we have grown from an electrolytic experiment to one of the substantial chemical enterprises of the world. Every product, every process has originated in our Research Department. We are justly proud of this painstaking care in development and production. It guarantees you HOOKER CHEMICALS of the highest quality.

HOOKER ELECTROCHEMICAL COMPANY

EASTERN

SALES OFFICE, 25 PINE ST., NEW YORK CITY
 PLANT, NIAGARA FALLS, N. Y.



WESTERN

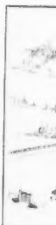
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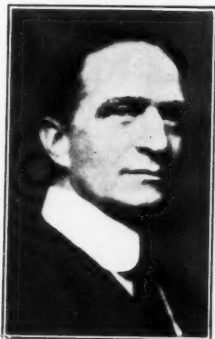
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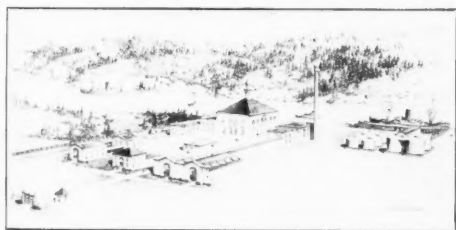
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Hooker Opens New Caustic Plant

One of the largest chemical plants on the Pacific Coast has just been put into operation at Tacoma, Washington, by the Hooker Electrochemical Co., New York, for the production of chlorine and caustic soda. The company has been operating a plant at Niagara Falls, N. Y., for the past twenty-five years, producing caustic soda, chlorine, paradichlorobenzene, and other products. The new plant was built in the record time of six months and is located at the Hylebos Waterway, east of Alexander Avenue, with its own docks for export business. The process for the production of caustic and chlorine will employ the Townsend Cell which is used at Niagara Falls. The power for the plant is being supplied by the Department of Public Utilities of the City of Tacoma. Salt, the raw material, is unloaded directly at the plant from ocean steamers by



ELON H. HOOKER
President



View of the New Plant at Tacoma, Wash.

special equipment and is stored in huge steel tanks. The initial capacity of the plant is thirty tons of 76 per cent caustic soda per day. Officers of the company are Elon H. Hooker, president of the company since its organization, Willard Hooker, Harry M. Hooker, and E. R. Bartlett, vice-presidents. Harry Hooker is general sales manager and E. R. Bartlett is works manager of both plants. The new plant was built under the direction of J. M. Rowland, Hooker chief engineer, and A. H. Hooker, technical director. L. A. Ward is secretary of the company. The new plant represents an investment in excess of \$1,500,000.

A. Hoefner & Sons Sell Plant

One of the oldest soap makers in the trade, A. Hoefner & Sons, 160-174 Van Rensselaer St., Buffalo, makers of "Sunshine," "Silver Gloss" and "American Star" and other brands of soap, recently sold their plant to Gardiner Manufacturing Co., Inc., makers of "101 Solution." The company was started 75 years ago by Anselm Hoefner. A life size reproduction of the "Sunshine" girl, made entirely of soap, attracted countrywide attention at the time of the American exposition, in 1901. When the founder of the company retired in 1908, the business was incorporated, and passed under the control of Anthony J., Anselm M., and George Hoefner, sons, and Jacob L. Doeffer, a son-in-law. Anthony J. Hoefner has been president of the company since that time. The firm will continue to sell its well-known brands of soap, and will give particular attention to the development of its oil business. It is general distributor for Emco gasoline and oil for the Buffalo District, under arrangements with Emery Manufacturing Co., Bradford, Pa. Offices, plant and filling stations will continue to be maintained at the 160 Van Rensselaer St. address.

Soap Marketing Expense 37%

Manufacturers of soap specialties, cleansers, polishers, disinfectants, and allied products spend about 37 per cent of their gross sales in marketing expense, according to figures of the Bureau of Business Research at Harvard University. A study of small firms, not making more staple lines of laundry soaps, etc., but more of the specialty types, showed sales force and brokerage costs of 9 per cent of which 7 was for salesmen. Sales promotion and advertising took 13 per cent of which 2.5 was for field work, 10 per cent for space advertising, and 3.5 for other promotion work. Shipping, transportation, delivery and warehousing cost 8 per cent; 1.1 for shipping, 6 for transportation, and the balance for warehousing, etc. Credit and collections cost 0.2 per cent. Marketing administration was 7 per cent, including salaries and wages 5.3, office expense 1.5, travelling, etc., 0.2. Only two of the firms reported sales in excess of a million dollars. The average sales per salesman in this group were \$35,000 which was considered quite low.

Dr. Irving Langmuir, assistant director, General Electric Research laboratory, Schenectady, was elected president of American Chemical Society for 1929, at a recent meeting.



SAPOFIXIN

We invite you to try our Sapofixins
in your Soaps as reinforcers.

Sapofixin Eau de Cologne
Sapofixin Hyacinth
Sapofixin Lavender
Sapofixin Lilac
Sapofixin Lily of the Valley
Sapofixin Orange
Sapofixin Pine
Sapofixin Rose
Sapofixin Violet



HEINE & CO. NEW YORK

TELEPHONE BEEKMAN 1535
52-54 CLIFF STREET

Sole Distributors for HEINE & Co., A. G., Leipzig
in the United States and Canada

Say you saw it in SOAP!

PERSONAL and IMPERSONAL

Los Angeles Soap Co., has issued a formal announcement that F. H. Merrill has succeeded C. A. Meyers as president of that company. Mr. Merrill was vice-president and general manager of the company for thirty years prior to his resignation two years ago. Mr. Meyers was elected president two years ago, his connection with the company dating back to 1912.

Bon Ami Corp., paid an extra dividend of 50c a share on the class B common stock, and a regular dividend of 50c a share on the same, to all holders of record Jan. 14. The dividends were paid Jan. 17. The usual \$1.00 per share dividend was paid on Jan. 31 to all holders of class A common of record Jan. 14.

Procter & Gamble Co., through its textile service laboratory has issued Bulletin No. 4 of a series on soap and its relation to textile dyeing and finishing operations. The new bulletin covers "Trouble Shooting in the Boil Off" under the general heading of Silk Degumming.

Stein-Brill Corp., 25 Church St., New York, dealers in used soap and chemical machinery, purchased the soap plant of the Barnes Manufacturing Co., Bechtelsville, Pa., at auction, January 9. They will either sell it as a complete plant or will liquidate in the near future and offer the machinery in separate pieces.

William Newton, Sr., formerly president of Haskins Bros. & Co., soap manufacturers at Omaha, died suddenly of heart failure in Omaha recently. During the world war Mr. Newton was chief soap buyer for the United States armies. He retired from active participation in business some time ago, leaving his son, William, Jr., as manager of his company.

Colgate & Co. recently opened a new premium store at 68 West Grand St., Elizabeth, N. J., completely furnished in an attractive manner.

Andrew Jergens, president of Andrew Jergens Co., Cincinnati, died at his winter home in Sarasota, Fla., on Jan. 11, at the age of

seventy-five. He is survived by a son and three daughters. He entered the soap manufacturing business in Cincinnati, in 1881, where he succeeded in building up an internationally known organization. He has been president of the company since then, but has been inactive for the past ten years, due to failing health.

W. F. Fancourt & Co., Inc., Philadelphia, manufacturers and importers of oils, soaps and textile specialties, recently completed twenty-five years of activity. The organization was established in 1904.

New Era Soap Co., Columbus, Ohio, was recently incorporated with a capital of \$50,000 preferred stock, and 200 no-par shares of common stock.

Colgate-Palmolive-Peet Co. recently launched an extensive publicity campaign in which coupons will be distributed widely. Each housewife in the metropolitan district will receive two coupons, one good for a bar of palmolive soap on purchase of one bar, and the other good for a free package of Super Suds on purchase of one package. A third certificate will be good for fifteen extra Octagon coupons. A newspaper and billboard campaign will give publicity to the premium offers.

William Cooper Procter, president of Procter & Gamble Co., has been elected an honorary member of the Cincinnati Community Chest Committee.

Jonas J. Burns, formerly connected with Buttermilk Soap Co., died at his home in Jasmine Point, New Port Richey, recently, at the age of 78. His son, Warren E. Burns, was formerly in the essential oil business with Morana, Inc., New York.

J. S. Boulden will soon join Andrew Jergens Co., Cincinnati, with which his father, H. J. Boulden is now connected. Father and son formerly worked together for William Walthe & Co.

Bouquet and Flower Odors *for* LIQUID and CAKE TOILET SOAPS

Among the specialties for soapmakers, which we carry in stock, are a wide variety of bouquet and flower perfumes, especially prepared for use in soap perfuming. In price, they range from \$2.50 to \$8.00 per pound. They are highly concentrated and therefore economical to use. If you merely want to mask objectionable odors in bulk soaps you will be interested in our special odors for this purpose, priced at from 60c to \$2.40 per pound.

Samples on Request

Bertrand Freres' *Fixatives for Soap Perfumes*

Nature produces the best fixatives obtainable and the House of Bertrand Freres is outstanding among the organizations rendering these fixatives suitable for use in your soap perfumes. Soluble resins of benzoin, cystol, iris, labdanum, oak moss, olibanum, peru, styrax and tolu are unsurpassed as agents for holding the original odor of your perfume to the last.

Sole Representative of

Bertrand Freres, S. A.

GRASSE

FRANCE

P. R. DREYER INC.

26 CLIFF STREET

NEW YORK

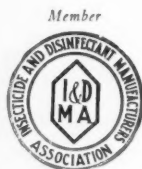
Sole Selling Agent for

VANILLIN FABRIK
Hamburg, Germany
Aromatic Chemicals

NORD AFRICAN
COMMERCIAL
Alger, Africa
Oil Geranium

H. RAAB & CO.
Roermond, Holland
Artificial Musk

PAOLO VILARDI
Reggio Calabria, Italy
Messina Essences



Say you saw it in S O A P !

The proposed exchange of Gold Dust Corp. stock for stock of Standard Milling Co., is opposed by F. L. Rodewald, vice-president and largest holder of preferred stock in Standard Milling Co. The present plan would involve delivery of 2 shares of Gold Dust common stock for each share of Standard Milling common and an exchange of Gold Dust preferred for Standard Milling preferred. Mr. Rodewald believes the offer is inadequate.

Bubbles Soap Co., Inc., has recently been formed in New York to deal in soaps, perfumes and cosmetics. Margaret Morgan, Jane Morgan and Richard H. Krause are the incorporators. The petition was filed by A. H. Goodman, 1482 Broadway, New York.

Procter & Gamble Co., may recapitalize, selling 500,000 shares of common stock to Lehman Bros. & Co., New York brokers, and then splitting up all the stock on the basis of four shares for one. This plan would call for the issuance of 10,000,000 shares of common, half to be used in the split-up, and half to be retained by the company.

Chemical Industries Corp. recently purchased a 40% interest in Merlin Products Corp., makers of a household cleaner. Merlin Products Corp. has leased a plant at Bush Terminal, Brooklyn, N. Y., and installed machinery which will enable them to turn out 300,000 cases of package goods a year. Facilities for expansion of production to 1,000,000 cases a year are provided in the new plant.

George A. Schmidt Co. was recently incorporated with common stock of \$50,000 to manufacture and deal in toilet preparations. Incorporators are F. R. Schmidt, Elizabeth and Rose Schmidt. Offices are at 236 North Ave., Chicago.

A request that refined cottonseed oil be placed on the free list was recently made to the Dominion of Canada tariff board by Procter & Gamble Co., Hamilton, Ont. The move is opposed by Lever Bros., Harris Abattoir and Gunns, Ltd. Procter & Gamble pointed out that cottonseed oil was used in vegetable shortening, but the other companies asserted that no lower prices would be charged the consumers in the case the duty was removed. They also pointed out that peanut oil was largely replacing cottonseed oil in the manufacture of shortening.

Among those exhibiting at the 22nd annual convention of National Association of Dry Cleaners, held in Memphis, January 14-17, were the following: American Disinfecting Co., Warren Soap Co., Sun Oil Co., Armour & Co., Fischer Soap & Oil Co., Darco Sales Corp., Davies Young Soap Co.

Soap factories, including Micheau Soap factory, Paris, and United Soap factories, Zwijndrecht, were recently acquired by the Dutch soap concern, Maatschappij tot Exploitatie Van Zeepfabrieken, a concern in which Jurgens is interested.

Niagara Alkali Co., 9 East 41st St., New York, recently issued a book giving complete information concerning the properties, packaging, handling and use of caustic soda and caustic potash. Copies may be obtained free of charge from the New York office.

Advertising of Mennen shaving cream, skin balm, and talcum powder will be handled by Hommann & Tarcher, Inc., New York.

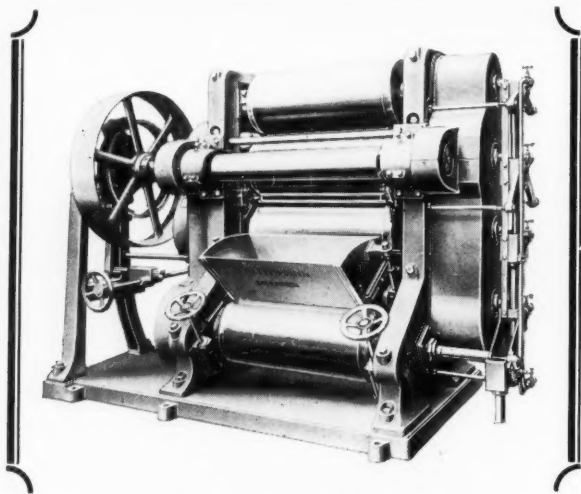
Sidney M. Colgate who has been confined to the Orange Memorial Hospital for several months past recovering from a broken hip sustained in a fall from his horse, left the hospital Feb. 6 and returned to his home in Orange, N. J.

James S. Kirk & Co. have retained the services of the Quinland Advertising Agency to handle the advertising on Jap Rose Soap. There will be a campaign in the newspapers of six cities.

Colgate-Palmolive-Peet Co. team in the Wholesale Drug Trade Bowling League of New York dropped from first place to third place during January. On Feb. 7, Roessler & Hasslacher Chemical Co. led with 14 games won and 7 lost. Church and Dwight were second with 13 and 8, and Colgate tied for third with Squibb and Grasselli Chemical with 12 and 9.

F. W. Fitch Co., of Des Moines, Iowa, has purchased additional acreage equal to that of their present site, and plans for a new building and equipment will be announced in the early Spring.

Howard Holman of Holman Soap Co., Chicago, has returned from an extended trip through Florida.



for the milling of
TOILET SOAP
or transparent diamond shaped high gloss
SOAP FLAKES

the No. 312 MRS Five Roller Toilet Soap Mill

with 16" x 40" Chilled Iron Rolls all watercooled and equipped with self-aligning roller bearings which are guaranteed grease and dust proof and most economical in power consumption.

The "LEHMANN" Line of Soap Mills in various sizes up to 22" dia. and 48" length of rolls and designed for every conceivable need, is unsurpassed in construction and workmanship and represents the most up-to-date equipment on the market.

Soap Film from 2/1000 up to 8/1000 of an inch in thickness. Hardest chilled iron rolls obtainable, guaranteed machined inside to uniform thickness of shell. Roll shafts and bearings stronger than those of any other machine on the market.

For full information write to—

J. M. LEHMANN COMPANY, INC.

248-250 WEST BROADWAY

NEW YORK CITY

Se solicita correspondencia en Espanol

Say you saw it in SOAP!

SOAP CHEMISTS' SECTION

(Official Publication, SOAP SECTION, American Oil Chemists' Society)

Report on Activities

By WILLIAM A. PETERSON,
Secretary Soap Section

THE Soap Section Committee is glad to be able to report that the work of preparing the standard samples of soap and crude glycerine is progressing very satisfactorily. At the request of our Chairman, A. K. Church, the members of the committee discussed the best method of preparing the samples with a view to obtaining perfect uniformity; and the proper method of sealing so as to insure the preservation of each sample in its original state.

Mr. Church reports that the crude glycerine sample is already bottled and will very shortly be sent to the members of the committee for standardization. We are indeed indebted to our Chairman, who has so kindly given his time to the task of supervising the preparation of this sample. The soap sample is now under preparation under the supervision of H. J. Morrison.

May we repeat our invitation to those interested in the work of the Soap Section to cooperate with us? Membership application blanks may be had from Mr. J. C. P. Helm, Secretary, A. O. C. S., 705 Tchoupitoulas St., New Orleans, La., or from Mr. W. A. Peterson, Secretary, Soap Section, A. O. C. S., c/o Kirkman & Son, 215 Water St., Brooklyn, N. Y.

Research Justified

MOST large manufacturing organizations in the country today look with favor upon research, particularly chemical and engineering research. Every product and machine, every tool of modern business and industry, at some time or other in the past was the work of research men. The remarkable advances in synthetic chemistry, in mechanical and electrical engineering, in most every field of science and industry, date back to tedious, painstaking, and in numerous instances, expensive research work. New things in our modern civilization do not just happen along. Somebody or other has done the work and somebody has paid the bill.

We find many apparently hard-headed business men in all types of industries who do not hesitate to state that they believe research is a waste of money. They are usually the "practical" men of business. They do not "believe" in research. They see it as a hopeless quest for the pot of gold at the end of the rainbow. They cannot appreciate anything but "results"—the work done today must show a cash profit tomorrow. And these are the men who every day save time, money and effort using the telephone, automobiles, modern railroad trains, and a myriad of products of chemistry,—all of them products of long years of research.

One of the finest cakes of soap on the American market today is almost wholly a product of chemical research. Manufacturing difficulties were encountered in every step of its production for several years. One by one, research ironed them out. The product looks to be close to perfection, but still the research goes on seeking for something better. The commercial success of the soap has been almost sensational, but back of its success lies vindication of the research man,—research justified.

The entire industrial structure of the world today is a monument to research. Every element in the prosperity and high living standards of America is a justification of research. Let him who fails to recognize its place in modern life and industry go back to his horse cars and tallow candles.

Glycerol and the Glycols by James W. Lawrie, Ph.D., Published by Chemical Catalog Co., Inc., New York. 425 pages. Binding cloth. Size, 6¼ by 9¼. The first 150 pages of the book are devoted to a review of the various methods of production of glycerol. Its physical and chemical properties are then analyzed, and quantitative and qualitative tests are given. International standard specifications are listed, and statistics concerning past production and price trends are presented. Two chapters are devoted to the production and properties of nitroglycerol and the glycols. The commercial uses of these products are enumerated.

Soap Perfume Oils

Produced by

ROURE-BERTRAND FILS

LARAGNE (FRANCE) GRASSE BOUFARIK (ALGERIA)

Geranium African

Geranium Bourbon

Lavender Fleurs

Vetivert Bourbon

Petit Grain, South American

Ylang Ylang Bourbon

Ylang Ylang Nossi Be

As sole agents, in the U. S. and Canada, for Roure-Bertrand Fils, long a primary source of supply for these highly important Soap Perfume Oils, we invite comparison of these oils with those you are now using.

GEORGE SILVER IMPORT CO.

461-463 FOURTH AVENUE
NEW YORK CITY

ON PRODUCTS AND PROCESSES

Soap base and curd soaps with thirty per cent coconut oil can hardly contain less than 0.5% salt: soaps with ten percent coconut oil contain not less than 0.3% salt. *Seifensieder-Ztg.*, 55, 345-6 (1928)

The surface tension of detergent solutions decreases with increasing hydrogen ion concentration but the emulsifying action of the solution has an optimum point, beyond which the emulsion of oil or dust is not so stable as at the optimum. There is no relation between the hydrogen ion concentration of an alkali soap solution and the remaining detergent power of the solution. *Textile Recorder* 46, No. 543, 65-6, No. 544, 59-61, (1928)

Coconut oil originating in the Dutch Indies may be adulterated with peanut oil or kapok oil at present prices. Peanut oil may be detected by determining the temperature of crystallization of the fatty acids, which will be several degrees higher than that of pure coconut oil acids. Kapok oil may be detected by the Halphen reaction. — *Pharm. Tijdschr. Nederl.-Indie* 4, 242-5.

The nature of the unsaponifiable matter in whale oil or dégras may be conjectured from the amount present and its iodine number. If the amount is high and its iodine number above 70, mineral oil or wool grease may be considered absent. If the iodine number of the unsaponifiable is below 50, the addition of such adulterants is indicated, in the absence of sulfonated or oxidized oils, which also lowers the iodine number. — *Ledertech. Rundschau* 20, 177-80 (1928).

Chloroform, alcohol, ether, and chloral hydrate are said to possess the common property of accelerating the reaction between caustic soda or soda ash and free fatty acids in the saponification of olive oil and oleic acid — *Boll. soc. ital. biol. sper.* 3, 359-62 (1928)

A toothpaste which he claims will actually prevent pyorrhea, is described by Dr. Horace E. Jones, in *Clinical and Medical Surgery*, January, 1929. The paste contains 2% of sodium ricinoleate which is said to depress the

surface tension and neutralize the destructive action of soluble toxins, while not interfering with their ability to aid the formation of protective anti-toxins.

The color of fatty acids obtained by saponifying neutral fats with "Kontakt" reagent may be improved by washing the fats before saponification with a mixture of sulfuric acid and soluble sulfates. For vegetable oil, sodium sulfate is used and for animal oils a mixture of sodium sulfate and zinc sulfate has been found preferable. — *Musloboino Zhivotoe, Delo*, 1928, No. 1, 28-30.

The greater the percentage of potash above that of soda, the better will be any shaving soap. The soap will be finer and more stable the greater the percentage of stearin. Tallow is the most suitable fat base. Coconut and palm oils give profuse lather but with large bubbles, and are not stable. They should never be used in greater proportion than 30 per cent of the total tallow. Superfatted soaps are best. An excess of stearic acid improves the soap and makes a harder soap when saponified with potash. — *British Soap Manufacturer*, Nov. 1928.

H. Dorner of Berlin, describes a new apparatus for determining the lathering effects of soaps and washing compounds in *Seifensieder Ztg.* 55, 289 (1928). One hundred cubic centimeters of soap solution is placed in a 1000-cc flask which has its long neck graduated into 0.5cc divisions. Upon shaking and inverting the flask this graduation will show the number of cubic centimeters converted into foam (the "lather number"). By continuing the calibration toward the bottom of the flask into 50-cc divisions this graduation shows the volume of foam formed (lather volume).

Treating fatty acids, sulfonated oils, or various other oleaginous materials with alkali hypobromite, hypiodite, or other halogen oxidizing salt has been patented as a method for the production of compositions for washing and bleaching textiles. — *British Patent No.* 285,473



*"Distinguished for its high
test and uniform quality."*

SODA ASH
CAUSTIC SODA
CALCIUM CHLORIDE
BICARBONATE OF SODA

Michigan Alkali Company

General Sales Department

21 East 40th St. - - - - New York City

Chicago Office: 1316 South Canal Street, Chicago, Ill.

Works: Wyandotte, Mich.

Say you saw it in SOAP!

CONTRACTS AWARDED

Procter & Gamble Distributing Co. awarded 10,000 cakes laundry soap for Philadelphia engineer, at \$5.66 case; 1,000 cakes lava soap at \$4.25.

Harley Soap Co. awarded 55 500-lb. bbls. auto soap at 4.13c lb.; 15 250-lb. half bbls. at 4.63c lb.; 70 50-lb. cans at 5.3c lb.

J. Eavenson & Sons, Inc., Camden, N. J., awarded 15,000 white floating soap for Staten Island light house service, at \$1.356.

Explosive Chemical Co. awarded 60,000 lbs. fresh water soap for Staten Island light house service, at 5.04c lb.

The following bids were registered recently at a Ft. Washington subsistence bidding: shaving soap, 22.5c by Colgate-Palmolive-Peet Co.; Colgate's toothpaste, 15.8c by Colgate-Palmolive-Peet Co.

The following bids were registered recently at a Holabird subsistence bidding: washing powder, 3-lb. pkgs., 21.93c by Austin Nichols & Co.; shaving soap, 21.25c by Colgate-Palmolive-Peet Co., Baltimore; Ivory soap, 6.42c by Procter & Gamble Distributing Co.; Life Buoy toilet soap, A 5.63c, D 5.69c by Frey & Sons, Inc.; Palm Olive toilet soap, 6.35c by Colgate-Palmolive-Peet Co.; Colgate's tooth paste, 15.8c by Colgate-Palmolive-Peet Co.

Uncle Sam Chemical Co., New York, awarded 100 qts. furniture polish for U. S. Marine Corps, Washington, at 28c qt.

Permutit Co., New York, awarded quantity of water softener for Washington Quartermaster, at \$1,930.

Calcine Chemical Co. awarded 1,500 bottles ammonia water for U. S. Army Medical Corps at 20c. James Good, Inc., awarded 1,500 5-gal. tins liquor cresol compound for same at \$5.32. Colgate & Co. awarded 200 tins glycer-

in for same at \$1.65. Leon Hirsh & Son awarded 150 kegs soft soap for soap at \$2.80.

Colgate-Palmolive-Peet Co. awarded 6,000 lbs. soap chips for San Francisco medical department, at 8.8c lb.

At a Brooklyn Quarter Master's subsistence bidding the following bids were registered: Colgate-Palmolive-Peet Co.; Colgate shaving sticks, 20c; Colgate shaving soap, 6.3c; Colgate shaving cream, 20c; Palmolive soap, 6.35c; Johnson & Johnson, Johnson & Johnson shaving cream, 19c; Procter & Gamble Distributing Co., toilet soap, 3.83c; Be Vier Co., Inc., Ivory soap, 6.8c; Lever Bros. Co., Life Buoy soap, 5.85c.

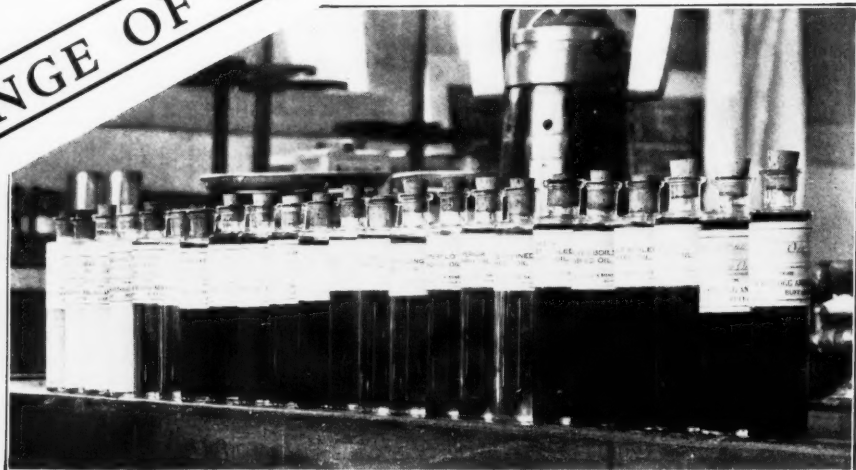
United States imported 293,664 lbs. of castile soap, valued at \$33,904, during November, 1928, as compared with imports of 230,172 lbs., at a price of \$32,473, during November, 1927. Toilet soap imports during November, 1928, totaled 171,961 lbs., valued at \$47,761, as compared with 172,627 lbs. at a price of \$62,115, during the same month in 1927.

Soap exports from United States to Java and Madura have increased considerably since 1924, when the value of the toilet and fancy soap exports was \$14,000. The peak was reached in 1926 when \$43,000 of toilet and fancy soaps were shipped to these two countries. In the first ten months of 1928, exports totaled \$26,000.

United States supplied 18% of the toilet soap which India imported in 1928, according to Department of Commerce figures. United Kingdom was the sole supplier of household and laundry soaps, and furnished 94% of the total soap requirements.

Russian soap factories turned out 14,000 tons of household soap, during a recent nine months period, according to the *Oil and Colour Journal*, this having equaled the entire production in the preceding twelve months period.

RANGE OF CHOICE



PROVIDED in five varieties to suit every manufacturing need, Kellogg Coconut Oils are used in a large percentage of the soap made in this country.

These Varieties Include:

Manila Raw
 Crystalite (bleached)
 Silver Seal Cochin (bleached, neutralized)
 Edible (bleached, neutralized, deodorized)
 Hydrogenated (bleached, neutralized, deodorized, melting point 110°)

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General Offices
 Buffalo, N. Y.
Crushing Plant
 Manila, P. I.

New York Offices:
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Refinery
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Sales Offices in All Principal Cities

Warehouse Stocks

Baltimore	Detroit
Boston	Kansas City
Chicago	Philadelphia
Cleveland	New York
(Tank Wagon Service in Greater New York)	



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RECORD OF TRADE-MARKS

The following trademarks were published in the January issues of the *Official Gazette* of the United States Patent Office in compliance with section 6 of the Act of Sept. 20, 1905 as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, a fee of ten dollars must accompany each notice of opposition.

Trade-Marks Filed

Splendor—This in solid letters together with drawing of sun, describing insecticide. Filed by Carmelo Semeraro & Co., Brooklyn, Oct. 25, 1928. Claims use since Oct. 16, 1928.

Oxol—This in outline letters with design, describing disinfectant, deodorant, cleanser and bleacher. Filed by J. L. Prescott Co., Philadelphia, July 24, 1928. Claims use since June 11, 1928.

No-Bac-T—This in solid letters describing washing compounds, disinfectants and deodorizers. Filed by J. C. Shepard, Wilmington, N. C., Oct. 8, 1928. Claims use since on or about Dec. 8, 1927.

Top-All—This in shaded letters with design of aeroplane, describing shoe polishes, shoe cleaners and soap. Filed by American Leather Finish Co., Boston, June 21, 1928. Claims use since May 15, 1928.

Niagara Cream Paste—This in solid letters together with representation of Niagara Falls, describing metal polish. Filed by Wm. A. Rogers, Ltd., Toronto, Canada, Aug. 25, 1928. Claims use since Aug. 29, 1914.

Sunflex—This in outline letters describing washing powder. Filed by H. W. Kingston Co., St. Paul, Minn., Aug. 30, 1928. Claims use since May 11, 1928.

Pasto—This in solid letters describing hand soap and household cleanser. Filed by Shields & Wyle, Inc., Jersey City, N. J., Sept. 13, 1928. Claims use since June 5, 1928.

Sopax—This in solid letters describing cleansing compound. Filed by Sopax Products Co., East Monongahela, Pa., Sept. 21, 1928. Claims use since July 15, 1928.

Ideal—This in solid letters describing

cleanser. Filed by Climax Cleaner Mfg. Co., Cleveland, Sept. 24, 1928. Claims use since about Jan. 1, 1923.

Ingram's—This in solid letters on designed background, describing shaving cream. Filed by Frederick F. Ingram Co., Detroit, Sept. 24, 1928. Claims use since about July 1, 1924.

Ekomizer—This in solid letters describing soap. Filed by Fischer Soap & Oil Co., Cincinnati, Oct. 16, 1928. Claims use since Apr. 1, 1928.

Fraicheur—This in outline letters with other printed material, describing shampoo. Filed by Fraicheur Products, San Francisco, Aug. 10, 1928. Claims use since Apr. 1, 1928.

Meritine—This in outline letters describing insecticides. Filed by Hardeman-King Co., Oklahoma City, Okla., Sept. 13, 1928. Claims use since May 15, 1928.

Purfex—This on reverse plate describing soap and metal polish. Filed by Purfex Mfg. Co., Phila., Feb. 27, 1928. Claims use since Nov., 1910.

Ingram's—This in solid letters describing shaving cream. Filed by Frederick F. Ingram Co., Detroit, Sept. 24, 1928. Claim use since about November, 1915.

Iana—This in solid letters describing cleaning fluid. Filed by Standard Oil Co. Chicago, Sept. 29, 1928. Claims use since Aug. 15, 1928.

Dawn—This in solid letters describing cleaning compound. Filed by Dracket Chemical Co., Cincinnati, Oct. 1, 1928. Claims use since Sept. 19, 1928.

Man O'War—This in solid letters describing shaving cream. Filed by Valentine Laboratories, Inc., Chicago, Oct. 12, 1928. Claims use since Aug. 25, 1928.

Ciel Bleu—This in solid letters describing toilet soaps. Filed by Cheramy, Inc., New York, July 21, 1928. Claims use since Dec. 30, 1924.

Blue Skies—This in solid letters describing toilet soap. Filed by Cheramy, Inc., New York, July 21, 1928. Claims use since Oct. 4, 1927.

Fine Gold—This in solid letters describ

“ **NIAGARA**

*is a guaranty
of purity in*

PARA

”

IT is a manufacturing axiom that Deodorants, Disinfectants and Insecticides are only as good as their base. Niagara Para gives the assurance of dependable strength.



Niagara Para is an always pure product. It should be used to give your production the superiority that wins trade and consumer preference.

Investigate the advantages of Niagara Para, supplied in Quality Crystals.

*Quotations gladly
given upon request*

NIAGARA ALKALI COMPANY

Associated with Electro Bleaching Gas Co.
Pioneer Manufacturer of Liquid Chlorine.

JOSEPH TURNER CO.

Sales Agents for Caustic Soda and Bleach

19 Cedar Street, New York

Say you saw it in SOAP!

ing soaps. Filed by Ferd. Mulhens, Inc., New York, Aug. 21, 1928. Claims use since January, 1914.

Lucky Way—This in solid letters together with other words on a circular design, describing cleaning compound. Filed by Double Quick Cleanser Corp., Lynchburg, Va., Oct. 29, 1928. Claims use since Oct. 1, 1928.

Vermin Nite—This in solid letters describing liquid insecticide. Filed by Len-May Laboratory, Detroit, June 2, 1926. Claims use since May 5, 1926.

Dentabs—This in solid letters describing dentifrice in tablet form. Filed by Luyties Pharmacal Co., St. Louis, Oct. 11, 1928. Claims use since Oct. 2, 1928.

Dentex—This in solid letters describing dentifrice. Filed by Dentex Laboratories, Cincinnati, Nov. 12, 1928. Claims use since July 22, 1928.

Dek—This in solid letters describing cleaning compound. Filed by Davis Chemical Co., Baltimore, Oct. 15, 1928. Claims use since June 1, 1927.

Mor-Eko—This in solid letters describing cleaning compound. Filed by Des Moines Janitor Supply Co., Des Moines, Nov. 16, 1928. Claims use since June 1, 1928.

Klorogas—This in solid letters describing insecticide. Filed by Arwell Products Co., Waukegan, Ill., Oct. 29, 1928. Claims use since Oct. 20, 1928.

Bitride—This in solid letters on designed background, describing liquid disinfectant. Filed by Bitride Co., Kansas City, Nov. 5, 1928. Claims use since March 12, 1924.

Majik Wunder—This on reverse plate with representation of eclipse of sun, describing cleaning powder. Filed by D. L. Hardman, Denver, July 5, 1927. Claims use since Feb., 1926.

Sanderson's Golden Rod—This in solid letters with drawing of golden rod, describing shoe cleaners and polishers. Filed by Sanderson's Tintine Co., Lincoln, Nebr., Nov. 10, 1928. Claims use since Feb. 13, 1926.

Frebowl—This in outline letters on designed background, describing disinfectant. Filed by Viking Laboratories, Inc., Charleston, W. Va., Nov. 22, 1927. Claims use since on or about Sept. 1, 1927.

Ilon—This in solid letters on designed

(Continued on Page 85)

New Patents

Conducted by

LANCASTER & ALLWINE

Registered Attorneys

PATENT AND TRADEMARK CAUSES

402 Ouray Building, Washington, D. C.

Complete copies of any patents or trademark registrations reported below may be obtained by sending 25c for each copy desired to Lancaster & Allwine. Any inquiries relating to Patent or Trademark Law will also be freely answered by these attorneys.

No. 1,686,055, SHAVING BRUSH AND SOAP OUTFIT, Patented October 2, 1928 by Howard Austin Whiteside, of Rye, New York. In combination, a tubular sleeve, a ring at one end of the sleeve, a tap removably carried by the ring, a shaving brush having a base, the ring having a hole into which the base of the shaving brush is insertible, and a soap cartridge removably carried in the sleeve, the soap being accessible thru the other end of the sleeve, the sleeve and ring acting as a handle for the shaving brush.

No. 1,693,675, Soap-Wrapping Machine, patented December 4, 1928 by Elmer Lovell Smith and Arthur E. Phelon of Springfield, Massachusetts, assignors to Package Machinery Company, Springfield, Massachusetts. In a wrapping machine in combination, means for folding a cardboard blank into a box-like carton about an article of different shape than said box-like carton comprising, a folding die, means for positioning said blank and article in superposed relation above said die, co-operating upper and lower plungers for carrying the blank and article through die, the upper plunger having depending portions for engaging said blank, and a spring pressed plate for engaging said article.

No. 1,693,873, Water-Softening Silicate and Process of Producing Same, patented December 4, 1928 by Eli Walter Shawen and Albert C. Arnett of Dayton, Ohio. As an article of manufacture, water softening filter material comprising pieces of material of porous vitreous character in which sodium bicarbonate has been incorporated prior to heat treatment thereof, the resulting material be-

(Continued on Page 117)

MYSORE GOVERNMENT

East Indian Sandalwood Oil

SOLE DISTRIBUTORS

Essenflour Products, Ltd.

Mysore

S. India

*Distillers of Essential Oils and
Manufacturers of Perfumery Products*

THE Mysore Government distills and sells only one grade of Oil, a strictly pure genuine Sandalwood Oil put up in distinctive cans and cases, labelled and serially numbered. Oil supplied in other styles of containers may be U. S. P., but we can accept no responsibility for its genuineness or its freedom from adulteration. The buyer who specifies Mysore Oil should receive it in original containers and is then absolutely protected. This oil we offer exclusively in labelled containers. Further protection is insured by the smaller label placed over the cap. This label is numbered and a complete record of each case shipped is kept by us.

***For your own protection, insist on
Original Cans and Cases***

PACKED IN 100-LB. CASES—EACH CASE
CONTAINS 4 25-LB. TINS
SUPPLIED ONLY THROUGH YOUR JOBBER

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NEW YORK CITY
CABLE ADDRESS—COXASPEN, N. Y.

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Market Report on ESSENTIAL OILS AND AROMATICS

(As of Feb. 7, 1929)

NEW YORK—A firm undertone prevailed in the essential oils and aromatic chemicals during the period just closed. The recovery after the holiday season brought increased trading, and prices on several oils advanced. Saffrol advanced sharply, carrying sassafras up with it. Geranium was firmer, and cedarleaf was quoted higher. Cloves and sandalwood, which have been very strong for some time past, continued their upward movement. Citronella, which advanced last period, was still strong, with no sign of price recession. Bergamot and lemon weakened during the period as easier conditions abroad were reported.

OIL BERGAMOT

Reports from primary markets showed bergamot in an easier condition, but by no means weak. Spot prices declined here as holders began to turn over at a profit the stocks which they bought at lower levels. The oil

seemed past its peak, tapering off to a more normal figure. It was priced at \$4.50 to \$5.25 in coppers.

OIL CEDARLEAF

Higher prices were quoted on cedarleaf, as demand continued brisk and spot stocks declined. It was priced at 95c to \$1.05 lb.

OIL CITRONELLA

This oil was still strong at the prices which prevailed at the close of last period. There was still a lack of spot stocks, and the recent price advances held well. Java closed at 48c to 51c lb., with ceylon at 44c to 47c lb.

OIL CLOVES

After a slight lull in the advance last month, cloves again continued upward. The spice crop is estimated at no more than 30% of normal, which gives a very strong tone to the spice and oil market. Clove oil sold from \$2.65 to \$2.75 lb.



Integrity & Organization Are Behind The D&O Label

A Soap Well Perfumed is Readily Sold

Each of the perfume bases below has met with remarkable success.
You can use any one of them without hesitation.

For milled soaps: 8 oz. to 100 lbs.

BOUQUET No. 4507.....\$4.00 per lb.

Heavy, clinging odor, lasting

BOUQUET No. 4288\$4.00 per lb.

Rose bouquet, refreshing, powerful

For unmilled soaps: 4 oz. to 100 lbs.

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Penetrating — stable

DODGE & OLCOTT COMPANY

87 Fulton Street New York City

The integrity of the house is reflected in the quality of its products

CITRONELLAL for Soap

*Cheaper than Citronella Java
Goes Farther*

A. M. TODD COMPANY
KALAMAZOO MICHIGAN

BUSINESS ESTABLISHED IN 1869

TERPINEOL — V. F.

Odor — Clean Refreshing — Lila-like
Color — Absolutely Water White

THE KIND YOU WILL PREFER

Stocks in New York —

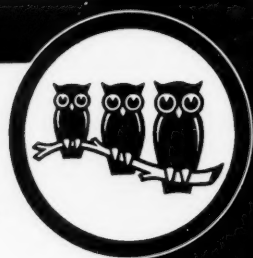
P. R. DREYER, INC.

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OIL GERANIUM

Geranium was definitely firmer, and ranged from \$4.10 to \$4.50 for African, and from \$4.35 to \$5.00 for Bourbon. Some odd lots could be picked up at slightly lower rates, but the general trend of the market was upward.

OIL LAVENDER

The wide price range which has characterized lavender for some time narrowed a little this period, as the inside price rose slightly. It closed at \$2.75 to \$5.00 lb., according to quality.

OIL LEMON

The edge has apparently been taken off the lemon oil market. Oil was quoted down to \$3.85 lb. in some quarters, and plenty of material could be had for \$4.00.

SAFROL AND SASSAFRAS

Stronger cables from Japan boosted the price of Safrol. Producers were making very slim profits at the old prices, and were quick to take advantage of this opportunity to raise them. Oil of camphor and sassafras went up in sympathy with the rise on safrol.

Eucalyptus oil distillers in Victoria, Australia, met the State Minister of Forests re-

cently to urge a reduction in government royalty charges. It was pointed out in the course of the discussion that 86% of the world's supply of eucalyptus is produced in Australia.

Shortage of Spike Lavender

Actual production of Spanish oil aspic or spike lavender for 1928 was only 40 per cent of the output for 1929, according to recent advices to Ungerer & Co., New York. They state regarding the situation: "While there has been little excitement in the market on Spanish aspic oil since the new crop, reports indicate that the actual production amounted to only 40% of the 1927 crop. A fairly large carry-over, coupled with only moderate demand, has prevented any sharp price advance up to the present time, but stocks are being reduced and already it is difficult to secure really first grade oil for shipment. The 1929 crop will not be available for consumption until September at the earliest, we anticipate that a firm and gradually rising market for aspic oil will prevail until then. Conditions after that will be governed by the results expected from the new crop but there will be little, if any, surplus of oil to be carried over and another short yield would cause a serious shortage."

Essential Oils — Aromatic Chemicals for Perfumers and Soapmakers

LAVENDER OIL

New crops of Lavender are now being marketed, and we would be pleased to send samples and quotations on your requirements.

Benzylacetate F. F. C.

FLOSAL

An original chemical product, especially interesting to Soapmakers because of its stability, low price and high odor value.

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Agents for
Descollonges Freres
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"COLUMBIA BRAND"

**Caustic
Soda**

Solid - Flake
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**Soda
Ash**

Light - Dense

Columbia Chemical Division

Pittsburgh Plate Glass Co., Barberton, Ohio

Quality -- Service

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THE ISAAC WINKLER & BRO. CO.

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FIRST NATIONAL BANK BLDG.
CINCINNATI, OHIO

50 BROAD STREET
NEW YORK

Market Report on SOAP AND DISINFECTANT CHEMICALS

(As of Feb. 8, 1929)

NEW YORK—The chemical market was a quiet affair during the period just closed. With contracts all signed there was little new business placed. Consumers began to draw on their alkali contracts in good volume. Cresylic acid, naphthalene, paradichlorobenzene, tar acid oils and cresol were unchanged at previous price levels. Glycerin prices were also unchanged in spite of the small demand. All the rosins were lower, with the cheaper grades being priced materially lower.

ALKALIS

Consumers started drawing material on their contracts immediately after the first of the year, with the result that in the first month of 1929, sales exceeded those in the same month of 1928 by a large amount. Producers were well sold up on their anticipated production, and there was little free material in the market.

It seems sure that 1929 will be another record year in the consumption of alkalis.

COAL TAR PRODUCTS

Cresylic acid was unchanged at the closing prices which prevailed last period, 65c to 78c for light oil, and 58c to 70c for the 95-97% grade. Naphthalene flakes were steady at 4½c to 5½c. Creosote oil was unchanged at 13c to 16c gal., and tar acid oils again closed at 26c to 30c gal. A slightly narrower range was quoted on paradichlorobenzene, 17 to 18c lb.

GLYCERIN

In spite of small demand, the market held well, and no price reductions were reported. C. P. closed again at 15½c to 16c lb., with dynamite again quoted at 12c to 12½c. Saponification was priced at 8¼c to 8½c lb., and soaplye at 7¼c to 7½c.

ROSIN

Heavy receipts of the cheaper grades of

THE NEWPORT PRODUCTS

*for
soap
makers*

TETRALIN and HEXALIN

**Hydrogenated Coal Tar Bases with
High Boiling Points and
Better Dissolving Properties**

for oils, waxes, greases and fats than the solvents commonly used — therefore they are ideal for incorporation with Soaps and Detergents destined to be used in textile processing.



**The Newport Chemical Works, Inc.
Passaic, New Jersey**

Branch Offices and Warehouses:

Boston, Mass.

Providence, R. I.

Philadelphia, Pa.

Chicago, Ill.

Greensboro, N. C.

PRICELESS
to any **INDUSTRY**

A GOOD reputation for dependable quality is always valuable to any business—to the Diamond Alkali Company it is a priceless asset—a reputation built up by years of unceasing vigilance in the manufacture of the highest quality Alkalies it is possible to produce.

Regardless of how you use Alkalies in your manufacturing processes, you can always specify Diamond Brand with the utmost confidence that its quality and uniformity will be constantly maintained.

Diamond Alkali Company
PITTSBURGH, PA.

rosin lowered prices materially, so that B grade was priced at \$8.40 bbl. at the close, as compared with \$9.20 at the close of last period. The better grades were also quoted lower. Prices were: B, \$8.40; H, \$9.30; K, \$9.45; N, \$10.25; WG, \$11.25; WW, \$12.35; wood works, \$7.20. Shorter receipts at the close of the period indicated that a recovery could be expected.

MISCELLANEOUS

Menthol cases advanced to \$6.00 to \$6.25 during the period. Pine oil dropped off a cent a pound, and was quoted at 62c to 66c. Insect powder dropped off a few cents, and was quoted at 45c to 46c lb.

August Merz, Heller & Merz Co., New York, was re-elected president of Synthetic Organic Chemical Manufacturers' Association at a meeting held at the Hotel Commodore recently. Other officers chosen at that time were: treasurer, Albert J. Farmer; vice-presidents, Ralph E. Dorland, W. F. Harrington, E. H. Killheffer, A. Cressy Morrison.

National Products Co., of Eau Claire, Wisconsin, has lately placed on the market a new liquid alcoholic shampoo, under the Pinol label. The reports on it have thus far been very gratifying.

Dow Chemical Co., Midland, Mich., chemical manufacturers, have issued an unusually attractive catalog, describing their products fully and illustrated with a considerable number of plant views, many of which are in color. The catalog runs well over a hundred pages and is bound in a grey art leather embossed cover. Information about each chemical product includes a general description of the appearance, molecular weight, melting points, solubility, uses, shipping classification, and packing.

Schering Corp., 110 William St., New York, has recently been incorporated to import and sell synthetic camphor, thymol, menthol, terpineol, mustard oil and other products manufactured by Schering-Kahlbaum A. G., Berlin, formerly sold by C. B. Peters Co., E. R. Dick is general manager of the new company, and Leo Pasternak, of C. B. Peters Co., is treasurer.


South Central Section of American Association of Textile Chemists and Colorists met at the Patten Hotel, Chattanooga, Tenn., on Jan. 26, for its first 1929 meeting. Dr. Chas. E. Mullen, Clemson College, talked on "The Importance of Hydrogen Ion Control in the Textile Industry."

When You Need TRI SODIUM PHOSPHATE

and your Production Manager phones up to your purchasing department to "**Rush that requisition for T.S.P. — we're nearly out!**" — just wire our nearest branch and we will **ship immediately** — whether it's a bag, barrel or carload. With ample stocks in our 19 branches and warehouses all over the country, we can give you **SERVICE** and the quality is always the highest, of course — **Grasselli Grade**.

THE GRASSELLI CHEMICAL CO.
Established 1839 **CLEVELAND**

<p style="margin: 0;">Albany Birmingham Boston Brooklyn Charlotte Chicago</p>	<p style="margin: 0;">Cincinnati Detroit Milwaukee Newark New Haven New Orleans</p>	<p style="margin: 0;">New York Paterson Philadelphia Pittsburgh San Francisco St. Louis St. Paul</p>
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GRASSELLI GRADE *A Standard Held High for 90 Years*

PALM OIL

SOFTS MEDIUMS HARDS

Bulk or Packages

Direct importations from our own
Produce Stations in the Oil
Palm Districts of West Africa.

Palm Kernel Oil

*Crushed and Extracted
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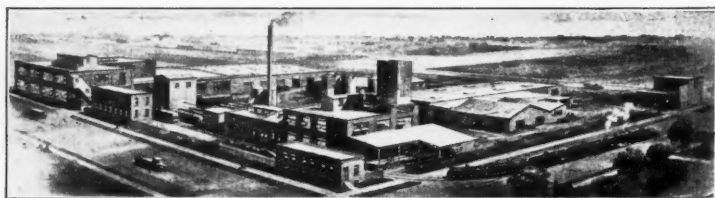
*Direct Importers of
Sumatra and Malay*

Palm Oil

*Rice Oil — Sheanut Oil — Sun Flower
Oil — Soya Bean Oil — Sesame Oil*

AFRICAN & EASTERN TRADING CO., Inc.
8-10 Bridge Street New York

Buy direct from the Manufacturer!



Vegetable Oils — Fatty Acids

CORN — COCONUT — COTTONSEED — PEANUT
and PALM KERNEL

There are numberless obvious advantages in buying your raw materials direct from the manufacturer. Not the least lies in our ability to handle our customers' orders promptly at all times. Over fifty years' experience in this business means that the oils and fatty acids will be right in quality and price.

What are your needs?

Barrels, Drums or Tank Cars

Spot or Shipment

C. F. SIMONIN'S SONS, INC.

Established 1876

TIOGA and BELGRADE STREETS - PHILADELPHIA

Say you saw it in SOAP!

Market Report on TALLOW, GREASES AND OILS

(As of Feb. 8, 1929)

NEW YORK—The price trend in the market for oils, fats and greases has been strongly upward through the period just completed. Recovering from the holiday slump, a number of oils made price gains, and closed at higher levels. Palm, palm kernel and menhaden were very short on spot, and occupied strong positions. Olive oil, olive oil foots and corn oil were in good demand, and advanced during the period. Red oil and cottonseed oil were also stronger, as demand continued active. Coconut oil and copra were lower, as the result of lower cables from Manila.

COCONUT OIL

Prices were shaded again during the period, and spot Manila sold as low as 8¼c lb. Coast tanks sold down to 77½c lb. Copra was also priced lower, at 4¾c to 47½c lb. The market

tended stronger at the close on shorter offerings.

CORN OIL

Stocks of this oil continued light, with resultant price advances. Tanks closed higher at 9c to 9¼c lb., with bbls. still 10c to 10½c, and refined oil 12c to 12½c. The fatty acid was priced at 12c.

COTTONSEED OIL

Shorter offerings and increasing demand raised the price of cottonseed oil during the period. Strength in lard contributed to the rise in cottonseed oil prices. Crude closed at 9c with P. S. Y. at 10½c to 11c lb. Fatty acid closed at 10½c.

GREASE AND LARD

Greases were stable at the closing prices which prevailed last period. In some cases these were shaded slightly. Lard rose ½c to ¾c lb. on most grades in the latter part of the period. City extra closed at 11½c to

Stearic Acid

*Double and Triple Pressed—
Cakes and Powder*

Especially suitable for use in the manufacture of shaving creams, textile soaps, metal polishes, textile specialties and related products.

Large production insures the uniformity of Emery stearic acid and is your guarantee that we can meet your demands for quality and service day in and day out. May we quote on your next requirements?

Red Oil

*Regular Elaine — Olive Elaine
Special Olive Elaine — Single and
Double Pressed Saponified—Fatty
Acids*

Special Olive Elaine is recommended by the N. A. D. C. for use in dry cleaning soaps. Emery Elaines will improve your soaps, polishes and similar products. Our Saponified and Distilled oils are the standards for the industry.

These oils run absolutely uniform, with an unusually low percentage of unsaponifiable material. Shipments can be made on short notice, from warehouse stocks located throughout the country.

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Palm Kernel Oil

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Oleo Oil



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SOFT SOAPS

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Vegetable Oils

Olive Oil

Palm Oil

Cottonseed Oil

Olive Oil Foots

Palm Kernel Oil

Cocoanut Oil

Sesame Oil

Soya Bean Oil

Rapeseed Oil

Say you saw it in SOAP!

11 $\frac{3}{4}$ c lb., with mid-western tierces at 12c to 12 $\frac{1}{4}$ c lb., and prime western at 12 $\frac{1}{4}$ c.

OLIVE OIL AND OLIVE OIL FOOTS

With depleted stocks and a steady inquiry, live oil and olive oil foots gained strength during the period, and closed at generally higher levels. New York bbls. were quoted from \$1.32 to \$1.40 gal., with shipment lots at \$1.25 to \$1.30. Foots could be bought from 10 $\frac{3}{4}$ c to 11 $\frac{1}{4}$ c lb., with shipments offered at 10 $\frac{1}{8}$ c to 10 $\frac{1}{4}$ c lb. As the period closed foots were tending easier, with the oil gaining a stronger position.

PALM AND PALM KERNEL OIL

Spot stocks of these two oils were just about exhausted, and prices quoted were only nominal. The spot price on Lagos was 9 $\frac{1}{4}$ c to 9 $\frac{1}{2}$ c lb., with Niger at 8 $\frac{3}{8}$ c to 8 $\frac{1}{2}$ c. Shipment Lagos was priced at 8 $\frac{3}{8}$ c to 8 $\frac{5}{8}$ c lb., and Niger shipments at 8c lb. Palm Kernel was quoted at 8 $\frac{1}{8}$ c to 8 $\frac{1}{4}$ c lb. All of these oils were in very strong position, as spot stocks were low and suppliers were well sold up on shipments.

RED OIL AND STEARIC ACID

Red oil firmed during the period as a result of more active inquiry, and rose to 10 $\frac{1}{2}$ c to

11c lb. for distilled oil in bbls., and 9 $\frac{3}{4}$ c in tanks. Saponified was quoted at 10 $\frac{1}{2}$ c to 11c lb. in bbls. Stearic acid was unchanged.

MENHADEN OIL

A seasonal rise in the price of this oil occurred during the period. With depleted stocks of crude oil, the price of 48c gal. was only nominal, as it was almost impossible to obtain the oil. Refined oil rose sharply during the period, and closed at 69c gal., inside, for light pressed, 71c for yellow bleached, and 74c for white bleached.

Russian interests plan to use the dolphin, sturgeon, walrus and seal, as well as the whales in the sea of Oshkosh for the production of oil in the 1929 season. The estimated catch during 1929 includes 300 whales, 34,000 seals and the walrus, dolphin and sturgeon, which are expected to yield, in all, about 3,700,000 lbs. of fat.

Crude cottonseed oil, on hand Dec. 31, 1928, totaled 133,836,969 lbs., as compared with 158,834,182 lbs. on the same day in 1927. Stocks of refined cottonseed oil amounted to 431,693,697 on Dec. 31, 1928, as compared with the 503,139,695 lbs. on hand Dec. 31, 1927.

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If you require a pure filtered light colored oil—at the same price you are now paying for ordinary crude — get in touch with us for samples and prices.

Refined Soft Soap Oil

Corn Oil No. 2

Corn Oil Fatty Acid

Edible Coconut Oil

Cochin Type Coconut Oil

White Ceylon Grade Coconut Oil

Coconut Oil Fatty Acid

Soya Bean Oil Fatty Acid

Refined Palm Kernel Oil

Palm Kernel Oil

Mustard Seed Oil

Peanut Oil Fatty Acid

Cottonseed Oil

Diamond "G" Bleached Beeswax

Purit Decolorizing Carbon

English China Clay "AA" Grade Bolted

THE GLIDDEN FOOD PRODUCTS CO.

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Armitage 1690

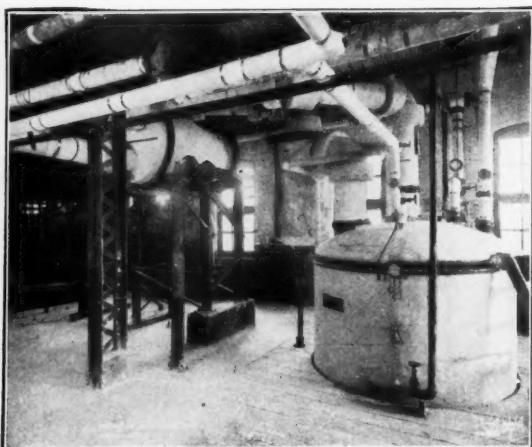
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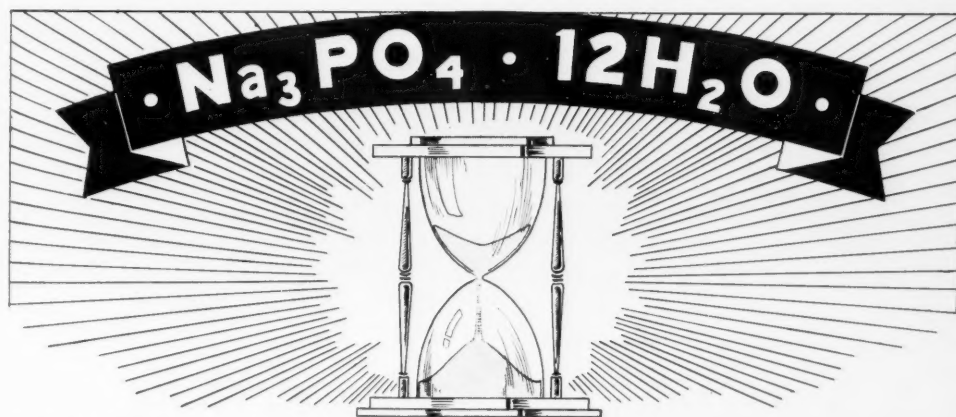
New York

Say you saw it in SOAP!

CURRENT PRICE QUOTATIONS

Chemicals

Acetone, C. P. drums.....lb.	.15	.17	Glycerin, C. P., drums.....lb.	.15½	.16
Acid, Boric, bbls., 97%.....lb.	.05¾	.06¾	Dynamite, drums.....lb.	.12	.12½
Cresylic, 97%, dk., drums.....gal.	.58	.70	Saponification, tanks.....lb.	.08¼	.08½
97-99%, pale drums.....gal.	.65	.78	Soaps, Lye, tanks.....lb.	.07¼	.07½
Formic, 85%, tech.....lb.	.11	.12	Hexalin, drums.....lb.	—	.60
Oxalic, bbls.....lb.	.11	.12½	Kieselguhr, bags.....ton	65.00	75.00
Salicylic, tech.....lb.	.37	.42	Lanolin, see Adeps Lanae.		
Adeps Lanae, hydrous, bbls.....lb.	.11½	.15	Lime, live, bbls.....per bbl.	1.70	2.25
Anhydrous, bbls.....lb.	.15½	.16	Menthol, cases.....lb.	6.00	6.25
Alcohol, Ethyl, U. S. P., bbls.....gal.	2.67	2.80	Synthetic, Tins.....lb.	3.00	3.75
Complete Denat., No. 5, drums, ex. gal.	.48	.56	Mercury Bichloride, kegs.....lb.	1.65	1.80
Alum., potash, lump, lb.....lb.	.03	.03 1/10	Naphthalene, ref. flakes, bbls.....lb.	.04½	.05½
Ammonia Water, 26° drums wks.....lb.	.03	.03½	Nitrobenzene (Myrbane) drums.....lb.	.09½	.11
Ammonium Carbonate, tech., bbls.....lb.	.08	.13	Paradichlorobenzene, bbls.....lb.	.17	.18
Bay Rum, Porto Rico, denat., bbls. gal.	.85	.90	Paraformaldehyde, kegs.....lb.	.45	.47½
St. Thomas, bbls.....gal.	.85	.90	Petrolatum, bbls. (as to color).....lb.	.03	.08¾
Domestic, bbls.....lb.	.70	.75	Phenol, (Carbolic Acid), drums.....lb.	.13	.13½
Benzaldehyde, U. S. P.....lb.	1.15	1.30	Pine Oil, bbls.....gal.	.62	.66
Technical.....lb.	.60	.65	Potash, Caustic, drums.....lb.	.07¼	.07¾
Bleaching, Powder, drums.....100lb.	2.00	2.60	Flake.....lb.	.07½	.09
Borax, pd., cryst., bbls., kgs.....lb.	.02¾	.03½	Potassium Bichromate, casks.....lb.	.09	.09¾
Carbon Tetrachloride, car lots.....lb.	—	.06¼	Pumice Stone, powd.....100 lb.	2.50	4.00
Carbon Tetrachloride, L. C. L.....lb.	.06½	.10	Rosins (600 lb. bbls. gross for net) —		
Caustic, see Soda Caustic, Potash Caustic			Grade B to H, basis 280 lb.....bbl.	8.40	9.30
China Clay, filler.....ton	10.00	25.00	Grade K to N.....bbl.	9.45	10.25
Cresol, U. S. P., drums.....lb.	.14	.17	Grade WG and WW.....bbl.	11.25	12.35
Cresote Oil, drums.....gal.	.13	.16	Wood, works.....bbls.	—	7.20
Formaldehyde, bbls.....lb.	.09½	.10	Rotten Stone, powd., bbls.....lb.	.02½	.04½
Fullers Earth, bags.....ton	15.00	30.00	Silica, Ref., floated.....ton	22.00	30.00
			Soap, Mottled 40 lb. box.....lb.	.15	.18
			Powdered White, U. S. P.....lb.	.29	.30
			Green, U. S. P.....lb.	.06¾	.07
			Whale Oil, bbls.....lb.	.04	.05¼
			Soda Ash, Contract, wks., bags, bbls.,		
			100 lb.....1.34½	1.57½	
			Five bbls., up, local.....100 lb.	2.29	2.44



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Plantation
Lagos and Softs
Semis and Niger

Palm Kernel Oil

Average Analysis
f.f.a. - 3.60
2.5 red - 30 yellow

Deliveries in all positions

in

BULK, TANK CARS, DRUMS and BARRELS



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British Oil & Cake Mills, Ltd., Hull, England

Say you saw it in SOAP!

Soda Caustic, Cont., wks., sld.....100 lb.	2.90	—
Five drums up, solid, local.....100 lb.	3.76	3.91
Five drums up, grnd. flk.100 lb.	4.16	4.31
Soda Sal, bbls.100 lb.	1.00	1.15
Soda, Sesquicarbonate, bbls.100 lb.	3.00	3.75
Sodium Bifluoridelb.	.17½	.19
Sodium Chloride (Salt)ton	15.00	20.00
Sodium Fluoride, bbls.lb.	.08½	.10
Sodium Hydrosulphite, bbls.lb.	.23	.27
Sodium Phosphate, bbls.lb.	.03 9/10	.04½
(Trisodium phosphate)		
Sodium Silicate, 40 deg., drum.....100 lb.	.70	.80
Drums, 60 deg., wks.100 lb.	1.65	—
In tanks, 10c less per hundred works.	—	—
Tar Acid Oils, 15-25%gal.	.26	.30
Zinc Oxide, lead freelb.	.06½	.07
Zinc Stearate, bbls.lb.	.24	.26

Oils—Fats—Greases

Castor, No. 1, bbls.lb.	.13¼	.13½
No. 3, bbls.lb.	.12¼	.13
Coconut, tanks, N. Y.lb.	.08¾	.08½
Tanks, Coastlb.	.07½	.08
Fatty acids, mill, tanks.....lb.	—	—
Cod, Newfoundland, bbls.gal.	.65	.66
Copra, bags, Coastlb.	.04¾	.04½
Corn, tank, millslb.	.09	.09¼
Bbls., N. Y.lb.	.10	.10½
Fatty acidlb.	—	.10
Cottonseed, crude, tanks, milllb.	.09	—
PSYlb.	.10½	.11
Fatty Acids, mill, bbls.lb.	—	.10½
Degras, Amer., bbls.lb.	.04½	.06
English, bbls.lb.	.05	.05¼
German, bbls.lb.	.03¾	.04
Neutral, bbls.lb.	.07¾	.09½
Greases, choice white, bbls., N.Y.....lb.	.08¾	.10
Yellowlb.	.08¼	.08½
Brownlb.	.08¼	.08½
Houselb.	.08¼	.08½
Bone Naphthalb.	—	.08½
Lard, prime, steam, tierceslb.	.11¼	.11½
Compound tierceslb.	.12	.12¼

Lard Oil, edible prime.....lb.	—	.15½
Extra, bbls.lb.	—	.13
Extra, No. 1 bbls.lb.	—	.12¾
No. 2, bbls.lb.	—	.12¾
Linseed, raw, bbls., spot.....lb.	.10¾	.11
Tanks, rawlb.	.09½	—
Boiled, 5 bbl. lots.....lb.	.11¾	—
Menhaden, Crude, tanks, Balt.....gal.	—	.48
Light pressed, bbls.gal.	.69	.71
Yellow, bleached, bbls.lb.	.71	.73
Extra bleached, bbls.lb.	.74	.76
Oleo Oil, No. 1, bbls., N. Y.lb.	—	.11½
No. 2, bbl., N. Y.lb.	—	.11
No. 3, bbls., N. Y.lb.	—	.10½
Olive, denatured, bbls., N. Y.gal.	1.32	1.40
Shipmentsgal.	1.25	1.30
Foots, bbls., N. Y.lb.	.10¾	.11¼
Shipmentslb.	.10¾	.10¼
Palm, Lagos, casks spotlb.	.09¼	.09½
Shipmentslb.	.08½	.08¾
Niger casks, spotlb.	.08¾	.08½
Shipmentslb.	—	.08
Palm Kernel, pkgs.lb.	.08¼	.08½
Tank carslb.	.08	.08¼
Peanut, refined, bbls., N. Y.lb.	—	.13½
Crude, bbls., N. Y.lb.	—	.12
Red Oil, distilled, bbls.lb.	.10½	.11
Saponified, bbls.lb.	.10¾	.10¾
Tankslb.	—	.09¾
Soya Bean, crude tks., Pac. Coast.....lb.	—	.09¾
Crude, bbls., N. Y.lb.	.12¼	.12½
Refined, bbls., N. Y.lb.	.13¼	.13½
Stearic Acid		
Double Pressedlb.	.18	.18½
Triple pressed, bgs.lb.	.20	.20½
Stearine, oleo, bbls.lb.	.11½	.12
Tallow, fancy, f. o. b. plant.....lb.	.09¾	.10
City, ex. loose, f. o. b. plant.....lb.	.09	.09¾
Tallow oils, acidless, tanks, N.Y.....lb.	.11½	—
Bbls., c/l, N. Y.lb.	.11¾	—
Whale, nat. winter bbls., N.Y.....lb.	—	.78
Blehd., winter, bbls., N. Y.gal.	—	.80
Extra blehd., bbls., N. Y.gal.	—	.82

Standard Silicate of Soda

Uniformly Clear

for the

Soap Trade



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Lilac No. 1931	\$3.00 per lb.
Lemon No. 622	\$6.00 per lb.
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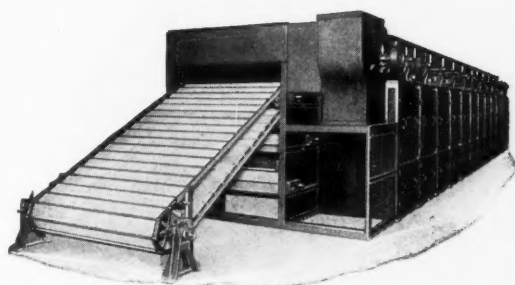
CHICAGO, ILLINOIS

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Essential Oils

Almond, Bitter, U. S. P.lb.	2.75	3.00	Geranium, African, canslb.	4.10	4.50
Bitter, F. F. P. A.lb.	2.90	3.75	Bourbon, tinslb.	4.35	5.00
Sweet, canslb.	.78	.80	Hemlock, tinslb.	.95	1.10
Apricot, Kernel, canslb.	.44	.46	Lavender, U. S. P., tinslb.	2.75	5.00
Anise, canslb.	—	—	Spice, Spanish, canslb.	.90	1.10
U. S. P. canslb.	.57	.59	Lemon, Ital., U. S. P.lb.	3.85	4.50
Bay, tinslb.	2.50	2.80	Lemongrass, native, canslb.	.83	.87
Bergamot, copperslb.	1.50	5.25	Linaloe, Mex., caseslb.	2.50	2.60
Artificiallb.	2.00	3.25	Neroli, Artificiallb.	10.00	20.00
Birch Tar, rect., bot.lb.	.40	.45	Nutmeg, U. S. P., tinslb.	1.80	1.90
Crude, tinslb.	.11	.14	Orange, Sweet, W. Ind., tins.....lb.	5.40	5.75
Bois de Roselb.	1.60	2.35	Italian, cop.lb.	5.00	5.50
Cade, canslb.	.25	.26	Distilledlb.	4.25	4.50
Cajuput, native, tinslb.	.70	.75	Origanum, cans tech.lb.	.25	.30
Calamus, bot.lb.	3.25	3.50	Patchoulilb.	5.75	6.50
Camphor, Sassy, drumslb.	.15 ¹ / ₂	.16	Pennyroyal, dom.lb.	1.80	2.00
White, drumslb.	.11 ¹ / ₂	.12	Importedlb.	1.20	1.30
Cananga, native, tinslb.	3.00	3.10	Peppermint, nat. caseslb.	3.25	3.50
Rectified, tinslb.	3.65	3.85	Redis., U. S. P., caseslb.	3.50	3.60
Caraway Seedlb.	1.70	1.80	Petit Grain, S. A., tinslb.	1.90	2.10
Cassia, 80-85%lb.	—	—	Pine Needle, Siberianlb.	.65	.70
Redistilled, U. S. P., canslb.	2.10	2.20	Pinus Pumilio, U. S. P.lb.	2.50	2.85
Cedar Leaf, tinslb.	.95	1.05	Rose, Frenchoz.	11.00	12.00
Cedar Wood, light, drumslb.	.26	.28	Bulgarianoz.	12.00	15.00
Citronella, Java, drumslb.	.48	.51	Artificialoz.	2.00	2.75
Citronella, Ceylon, drumslb.	.44	.47	Rosemary, U. S. P., drumslb.	.44	.50
Cloves, U. S. P., canslb.	2.65	2.75	Tech., lb. tinslb.	.30	.35
Copaibalb.	.60	.70	Sandalwood, E. Ind., U. S. P.lb.	7.85	8.00
Eucalyptus, Austl., U. S. P., cans.....lb.	.58	.61	W. Indian (Amayris)lb.	2.25	2.40
Fennel, U. S. P., tinslb.	.80	.90	Sassafras, U. S. P.lb.	.80	1.10
			Artificiallb.	.32	.35
			Spearmint, U. S. P.lb.	4.15	4.35
			Thyme, red, U. S. P.lb.	.75	.80
			White, U. S. P.lb.	.85	.90
			Tech.lb.	.60	.70
			Vetivert, Bourbonlb.	6.00	9.00
			Javalb.	20.00	22.00
			Ylang Ylang, Bourbonlb.	9.00	12.00

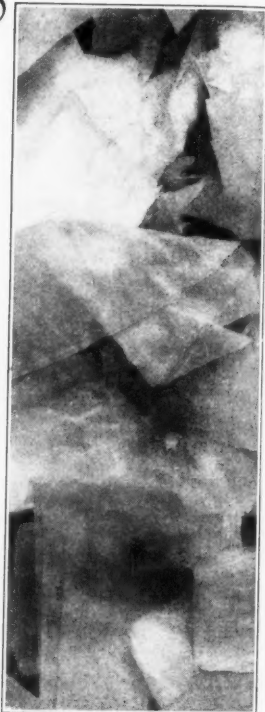
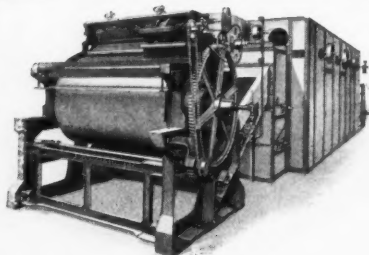
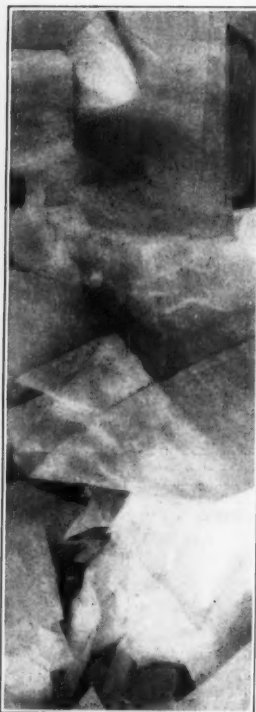
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stage Chip Soap Drying Machines. These machines may be had with or without Chilling Rolls.

C. G. SARGENT'S SONS CORP.
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This new Proctor Dryer produces Soap Chips of transparent thinness—exactly the kind now in popular demand for package laundry soap—also the chip that can be produced most efficiently in making cake toilet soap.

New throughout—new chilling rolls—new dryer, this machine not only produces the most satisfactory soap chip, but it excels in high capacity, saving of floor space, reduced steam consumption, low cost of operation. Write.

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Soap Perfume Oils- for TOILET, HAND and HOUSEHOLD SOAPS

in prices ranging from 50c to \$5.00 per pound.

These odors are also suitable for

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Samples and formulas at your disposal.

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NEW YORK

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Say you saw it in SOAP!

Aromatic Chemicals

Acetophenone, C. P.lb.	3.00	3.75
Amyl Cinnamic Aldehydelb.	6.00	12.00
Anethollb.	1.10	1.25
Benzaldehyde, tech.lb.	.60	.65
Benzyl Acetatelb.	1.05	1.35
Alcohollb.	1.00	1.50
Citrallb.	2.75	3.00
Citronellallb.	2.75	3.25
Citronellollb.	1.00	5.00
Citronellyl Acetatelb.	13.00	14.00
Coumarinlb.	3.60	3.75
Diphenyl oxidelb.	.90	1.00
Eucalyptol U. S. P.lb.	1.00	1.50
Eugenol, U. S. P.lb.	2.50	3.50
Geraniol, Domesticlb.	1.25	2.00
Importedlb.	2.00	5.00
Geranyl Acetatelb.	2.75	3.50
Heliotropin, dom.lb.	1.75	2.00
Hydroxycitronellallb.	10.00	11.00
Indol, CPoz.	6.00	6.50
Iononelb.	5.00	9.00
Iso-Eugenollb.	3.75	3.90
Linaloollb.	3.00	5.00
Linalyl Acetatelb.	3.50	7.50
Menthollb.	6.00	6.25
Methyl Acetophenonelb.	2.75	4.25
Anthranilatelb.	2.25	3.00
Paracresollb.	8.00	9.00
Salicylate, U. S. P.lb.	.40	.45
Mirbane, rect.lb.	.10	.12
Musk Ambrettelb.	6.00	7.00
Ketonelb.	7.00	10.00
Xylenelb.	2.25	2.75

Phenylacetaldehydelb.	5.00	8.00
Phenylacetic Acid, 1 lb. bot.lb.	3.00	4.00
Phenylethyl Alcohol, 1 lb. bot.lb.	4.50	6.50
Rhodinollb.	6.00	8.00
Safrollb.	.32	.35
Terpineol, CP, 1,000 lb. drs.lb.	.34	.36
Canslb.	.36	.38
Terpinyl Acetate, 25 lb. canslb.	.85	1.15
Thymol, U. S. P.lb.	2.50	2.65
Vanillin, U. S. P.lb.	6.25	7.00
Yara Yaralb.	1.50	2.50

Miscellaneous

Insect Powder, bbls.lb.	.46	.48
Concentrated Extractgal.	2.75	3.00
Gums—		
Arabic, Amb. Sts.lb.	.11	.12
White, powderedlb.	.18	.20
Karayalb.	.12	.16
Tragacanth, Aleppo, No. 1lb.	1.55	1.65
Sortslb.	.50	.60
Turkish, No. 1lb.	1.20	1.30
Waxes—		
Bayberry, bgs.lb.	.32	.34
Bees, whitelb.	.50	.52
African, bgs.lb.	.36	.38
Refined, yel.lb.	.41	.42
Candelilla, bgs.lb.	.23	.25
Carnauba, No. 1lb.	.46	.48
No. 2, Yel.lb.	.40	.42
No. 3, Chalkylb.	.26	.28
Japan, caseslb.	.18	.19
Paraffin, ref. 125-140lb.	.05	.06
Pine Oil, stm. dist.gal.	.66	.67
Tar Oil, bbls. dist.gal.	.50	.55
Commercial Gradegal.	.32	.04

TERPINEOL, C. P.

Water white — Fine odor — Especially for
Soaps, Fly Sprays, Deodorizing Blocks, etc.

Menthol, Synthetic

Fine Natural Odor — White Crystals
— For lower cost in mentholating shav-
ing creams, shampoos, soaps, etc.

Thymol, U. S. P.

Pure white crystals for tooth paste, de-
odorants, mouth washes, etc.

PRODUCTS OF

Schering-Kahlbaum, A. G., Berlin

SCHERING CORPORATION

110 WILLIAM STREET

NEW YORK

Phone: Beekman 2156

Sole Import and Sales Agents in U. S. for the manufacturers

Stocks Carried at New York

Silicates in Washing Processes

Advertisement No. 1



A B C D

The most important consideration in connection with soap is the service it renders. Taking the elements of the washing process one by one we find that silicate is distinctly helpful.

The first step in washing consists of wetting the goods. Silicate is an efficient means of increasing the ability of water to wet a surface.

The experiment illustrated herewith shows two tubes (B and D) in which oil has wet the interior glass surface so that water has not succeeded in penetrating between them. The oil stays in its own end of the tube regardless of the position it is turned. The other two tubes (A and C) contain the same oil but a dilute solution of "N" Brand silicate replaces the water. The wetting of the interior glass surface and the surface of the oil is complete so that whichever way the tubes are turned the oil rises to the upper part.

Specify Quartz Quality
for prompt deliveries
and uniform silicates.

PHILADELPHIA QUARTZ COMPANY
Philadelphia

Chicago Sales Office
205 W. Wacker Drive

Imported Chlorophyll

"Dr. Wilhelmi"

Successfully used

by many prominent soap manufacturers. Imported Chlorophyll "Dr. Wilhelmi," has met their every requirement.

Oil Soluble—

For bleaching yellowish oils and soaps, and coloring vegetable oils such as cottonseed, linseed and olive oils, and for mineral oils, wax preparations, candles and petrolatum.

Alcohol Soluble—

Suitable for preparations testing more than 70% by volume of alcohol.

Water and Alcohol Soluble—

Suitable for preparations of water and alcohol testing less than 70% by volume of alcohol.

A NEW CHLOROPHYLL

Has recently been announced by the firm of Dr. F. Wilhelmi, Taucha Bez. Leipzig. This new product which is now being manufactured commercially is a water soluble, powdered chlorophyll, reported to be more than thirty hundred times as strong as the usual paste.

Pfaltz & Bauer, Inc.
300 PEARL STREET-NEW YORK

CHICAGO
217 E. Illinois St.

LOS ANGELES
683 Antonia St.

MONTREAL, CANADA
659 St. James St., W.

Small Soap Makers Victims

(From Page 37)

whether these duties go into effect or not. The sum total of the effects of this proposal, therefore, will be as follows, if enacted into a law:

1. The forced consolidation of the smaller units in the industry into sufficiently large units where maximum economy of operation in purchase of raw materials, and manufacture and sale of finished products can obtain.
2. It will result in a needless tax on the consumer without compensating benefit to American Agriculturists.
3. Through the loss of productive plants in the industry by consolidation, it will mean that the capacity of these plants capable of being utilized for the production of glycerine in war-time may be lost to the nation.
4. Through the diminishing of consumption of soap and related products, because of the fifty per cent increase in price which the proposed tariff levies will cost, the health of the nation will be affected, certainly in some degree. It cannot be gain-said that the person who uses plenty of soap should be a healthier

individual than the one who uses it only sparingly.

Soap makers over the country at large are asked to do the following three things:

First: To write to us here a copy of the laundry soap makers brief.

Second: Once they understand the situation they are requested to write to their Congressmen and their United States Senators, pointing out the suicidal folly of allowing an essential industry, such as the soap industry, essential both to the health of the nation from the viewpoint of sanitation and in the production of the base of explosives in time of war, to be put out of business for selfish interests masquerading as farmers, to gain unneeded protection which they could not secure on their own representations.

Third: Those soap makers sending letters are requested to send copies of same to this office.

It will be extremely beneficial to the industry in this crisis, if you will carry in each issue of your paper between now and the time that the tariff bill passes the House of Representatives, a set request in the form of an editorial or press notice rewritten each time asking the soap makers and the distributors of their products, i. e., laundry supply houses, chain stores,

I. G. WAX E I. G. WAX O

SUPERIOR TO CARNAUBA WAXES

in



HARDNESS, UNIFORMITY AND PURITY
SUPERIOR OIL-BINDING PROPERTY



Light shade — Excellent lustre

GENERAL DYESTUFF Corporation

Sole Distributors in the U. S. A. of the dyestuffs manufactured by

I. G. FARBENINDUSTRIE AKTIENGESELLSCHAFT,
Frankfurt a. M., Hoechst a. M., Leverkusen a. Rh., Ludwigshafen a. Rh.

and by

GRASSELLI DYESTUFF CORPORATION

Albany, N. Y., and Grasselli, N. J.

230 FIFTH AVENUE, NEW YORK, N. Y.

BOSTON
159 High Street
PROVIDENCE
40 Fountain Street

PHILADELPHIA
111 Arch Street
CHARLOTTE
220 W. 1st Street

CHICAGO
305 W. Randolph St.
SAN FRANCISCO
38 Natoma Street

Fillers and Abrasives—

Buy Direct and Save!

POWDERS

SILICA SMOKE (Soft)

*for Nail Polish, Tooth Paste,
Gold—Silver—Glass Polish.*

TRIPOLI (Velveteen Brand)

*for Textile Soaps, Laundry
Soaps, Cleaning Compounds
for wood and metals.*

SILEX (No. 68 Grade)

for Scouring Soap and Powders.

ASH (Volcanic)

*for Hand Paste Soap, Me-
chanics Soap.*

EARTH (Infusorial)

for Insecticide Powders.

CLAY (Bentonite)

for Laundry Soaps.

PRECIPITATED CHALK

(Calcium Carb.)

DIATOMACEOUS EARTH

(Fullers Earth) (Kieselguhr)

*for Neutralizing, Filtering,
Bleaching, etc.*

Quotations and Formulas on Request

TAMMS SILICA COMPANY

Mines & Mills
Tamms, Ill.

30 No. La. Salle St.
Chicago, Illinois

“WESTEREGELN” Caustic Potash

Manufactured by
Consolidirte Alkaliwerke
Westeregeln Germany



Sole Agents U. S. A., Canada and Cuba

TRUEMPY, FAESY & BESTHOFF, Inc.
75 WEST STREET NEW YORK

Say you saw it in SOAP!

etc., and the consumers of their products, such as the power laundries, textile mills, etc., in fact all of those manufacturing, distributing and consuming agencies, which are undoubtedly included in your list of subscribers, and who will be affected adversely by a fifty per cent increase in the cost of soap, to protest the levying of these duties."

A. L. van Ameringen recently incorporated his organization under the name, van Ameringen, Inc., and issued 1,000 shares of 6% cumulative preferred stock and 2,000 shares of no-par common stock. Mr. van Ameringen will continue in control of the company as president. He is at present in Europe on a two months' trip through France, Italy and Spain.

H. C. Collada of the export department of the Felton Chemical Co., Brooklyn, has left on an extended trip through South America. He will go direct to Buenos Aires and from there will travel through Argentina and northward through Chile.

Fritzsche Brothers, Inc., New York, held the annual dance and reception of their employees at the Pennsylvania Hotel, New York, on February 9th.

Government of Falkland Islands plans to restrict the whale killing season and the number of ships operating in its waters, when the licenses now in force expire about two years from now. The total annual killing in the Islands is about 11,000 whales, which produce about \$6,954,750 of products annually. The government fears that all the whales will be wiped out if some restrictions are not enforced.

F. H. Kalbfleisch, founder of Kalbfleisch Corp., chemicals, died at his home at Larklawn, L. I., on January 30. Mr. Kalbfleisch was eighty-three years old at the time of his death. He had been president of the company bearing his name up until his retirement in 1920.

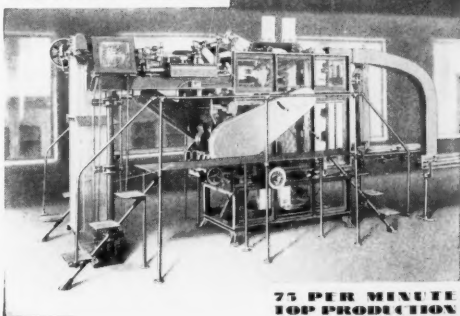
Davidson Commission Co., oil and fat brokers, Chicago, recently issued a twelve-page booklet giving statistics on the prices of tallow, grease, soap stock and several vegetable oils between 1918 and 1928.

Senator Eugene Charabot, of Hugues Aine Grasse, France, who has been visiting Ungerer & Co. for the past few weeks, sailed for home on the Ile de France, February 2.

JOHNSON Greater Capacity Combination Bottom Sealer and Carton Feeder

[75 Bottom-Sealed Packages Per Minute
Plus Proved Savings in Carton Costs]

CARTON FEEDER AND
BOTTOM SEALER



75 PER MINUTE
TOP PRODUCTION

THE JOHNSON Greater-Capacity Combination Bottom Sealer and Carton Feeder (handling cartons in the flat form before the side seams are glued), automatically feeds, glues the side seam and bottom-seals 75 cartons per minute.

The method of registering the carton for gluing the side seam insures an absolute square and sift-proof seal at both top and bottom.

In addition to the economy secured by elimination of operators, savings of from 15c to 30c per thousand cartons (depending upon carton size) are made possible by using cartons in the flat form, before side seams are glued.

This machine is one of the units in the new JOHNSON Greater-Capacity Line of Automatic Packaging Machines. Used with the JOHNSON Greater-Capacity High-Speed Gross Weight Scale and the JOHNSON Greater-Capacity Double-Entry Top-Sealing Machine these three machines will bottom-seal, fill, weigh and top-seal your cartons at a speed of from 75 to 80 packages per minute.

Ask us for detailed information. A JOHNSON Packaging Engineer will be glad to show you the application of these machines to your specific packaging job, without obligation.

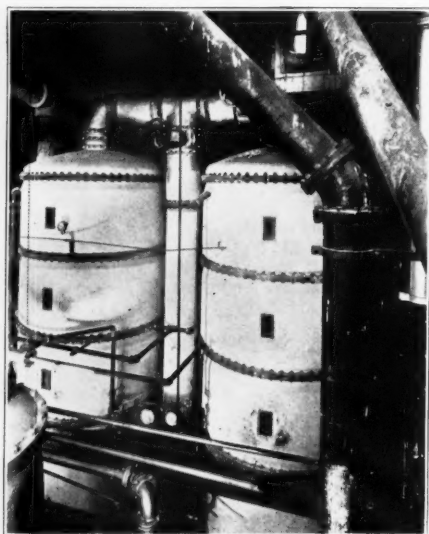
JOHNSON AUTOMATIC SEALER CO.

Battle Creek, Michigan, U. S. A.

NEW YORK CITY — 30 CHURCH ST.

CHICAGO — 228 NO. LA SALLE ST.

JOHNSON MACHINES
AUTOMATIC PACKAGING BY
WAX AND GLASSINE WRAPPERS—ALL AND GROSS WEIGHT
SCALES—BOTTOM, TOP SEALING AND TISSUE MACHINES



*Garrigue Double Effect Evaporators with 1500
Sq. Ft. of Heating Surface in Each Effect*

GARRIGUE Evaporator Design provides for—

Controlled circulation of the liquor in the tubes.

Ample space above the tubes for the release of vapors.

Expansion and contraction of tubes without the use of packing.

Heavy construction of the best materials available.

Catchall elevated to barometric height.

WM. GARRIGUE & CO., Inc.
9 S. Clinton St. Chicago

COMPLETE INSTALLATIONS FOR
GLYCERINE RECOVERY

Glycerine Distillation Oil Refining
Oil Hydrogenation Fatty Acid Distillation
Soap Powder Manufacture

OIL OF BERGAMOT ~ VILARDI

A MANUFACTURER buying this brand is assured of securing an oil from the most important and reliable source of supply. It assures the user of obtaining absolutely satisfactory results—

Ask us for a sample and be convinced that the

OIL OF BERGAMOT
supplied by the
HOUSE OF VILARDI
is the kind you should use.

SOLE AGENTS IN U. S. AND CANADA

P. R. DREYER INC.

26 CLIFF STREET
NEW YORK

Chicago — Detroit — St. Louis — Kansas City — New Orleans — Philadelphia
Baltimore — San Francisco — Los Angeles

Say you saw it in SOAP!

Trade Marks Filed

(From Page 59)

background, describing shampoo. Filed by Ilon Adler, New York, Nov. 10, 1928. Claims use since Sept. 1, 1925.

Septident—This in solid letters describing dentifrices. Filed by William A. Webster Co., Memphis, Nov. 23, 1928. Claims use since Oct. 12, 1928.

Trade Marks Granted

250,727—Soap. Samuel Cummins, New York, N. Y. Filed February 1, 1927. Serial No. 243,644. Published October 9, 1928. Class 4.

250,755—Hand Soap, Shaving Cream. American Products Company, Cincinnati, Ohio. Filed July 28, 1927. Serial No. 252,635. Published September 25, 1928. Class 4.

250,783—Tooth Paste. Soda-Dent Company, Dayton, Ohio. Filed April 2, 1928. Serial No. 256,807. Published October 9, 1928. Class 6.

250,855—Soap. Gumption Products Company, Dayton, Ohio. Filed April 2, 1928. Serial No. 264,199. Published September 25, 1928. Class 4.

250,866—Solvents for Cleaning. Standard Oil Company of New Jersey, Wilmington, Del. Filed February 29, 1928. Serial No. 262,419. Published October 2, 1928. Class 4.

250,870—Castile Soap. Windsor Soap Co., Inc., Buffalo, N. Y. Filed February 20, 1928. Serial No. 262,010. Published September 25, 1928. Class 4.

250,909—Polishing and Cleaning Preparation. Newnamel Manufacturing Co., New Orleans, La. Filed July 6, 1928. Serial No. 269,199. Published October 9, 1928.

250,911—Olive-Oil Soap and Shaving Cream. Plomar Products Corp., Pittsburgh, Pa. Filed June 8, 1928. Serial No. 267,718. Published October 9, 1928. Class 4.

250,918—Scouring Powder, and Soap. I. Rokeach & Sons, Inc., Brooklyn, N. Y. Filed May 18, 1928. Serial No. 266,619. Published October 9, 1928. Class 4.

250,940—Insecticide. Moe Spiegel, Middletown, N. Y. Filed August 2, 1928. Serial No. 270,521. Published October 9, 1928.

250,941—Metal Polish. Golden State Laboratories, Larkspur, Calif. Filed August 2, 1928. Serial No. 270,459. Published October 2, 1928. Class 4.

250,969—Metal Polish. Great Stuff Products Company, Minneapolis, Minn. Filed Aug. 7, 1928. Serial No. 270,709. Published September 25, 1928. Class 4.

(Continued on Page 123)

AERO BRAND

Tri Sodium Phosphate

Fines
or
Crystals

Manufactured from Phosphate Rock obtained from our own mines and Sulphuric Acid of our own production.

Carefully crystallized and dried. Accurately screened to size. Shipped in a package worthy of a quality product, via water or rail from our plant at Warners, N. J. (on New York Harbor).

For full particulars, write or
phone Industrial Chemicals
Division



Other Industrial Chemicals supplied by the
American Cyanamid Company include:

Anhydrous Ammonia	Formic Acid
Aqua Ammonia	Hydrocyanic Acid,
Ammonium Chloride	(Liquid)
Ammonium Phosphate	Red Prussiate of Potash
Carbonate of Potash	Sodium Phosphates,
Case Hardening	Di and Tri
Compounds	Sulphur
Chromic Acid	Sulphocyanides
Copper Sulphate	(Thiocyanates)
Cresylic Acid	Thiourea
Diorthotolylguanidine	Urea
Diphenylguanidine	Yellow Prussiate of
Ethyl Lactate	Potash
Ethyl Oxybutyrate	Yellow Prussiate of Soda

AMERICAN CYANAMID COMPANY
535 Fifth Avenue : : New York

FOR DECOLORIZING OILS, FATS, GLYCERINE

And Other Materials

"PURIT" IS SUPREME!

Highest	"Decolorizing Power"
Highest	"Purity"
Highest	"Density"
Lowest	"Ash" (Mineral Matter)
Lowest	"Solubles"
Lowest	"Oil Retention"

SPECIFY "PURIT"
FOR
ABSOLUTE SATISFACTION!

PURIT

Decolorizing Carbons

Manufactured by
THE PURIT COMPANY
Amsterdam, Holland

(Makers of Highest Quality
Activated Carbons, Exclusively)

are made in various grades, for different kinds of OILS and FATS, GLYCERINE and many other materials. Each grade is of UNIFORM QUALITY and is FITTED for the special work it is to perform—and the PRICE is RIGHT.

Full Information from
THE GLIDDEN FOOD PRODUCTS COMPANY
(Sole U. S. A. Agents)

209 - 14th St. 2670 Elston Ave.
L. I. City, N. Y. Chicago
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You can't "go wrong" with PURIT!

SOAP SPECIALISTS

Bulk or Private Brand



Toilet Soap

Laundry Soap

Green Olive Oil Soap
Natural Odor or Scented

Liquid Soap

Dry Cleaning Soap



We have been manufacturing private brand soaps for the past forty years. Your soap problems and inquiries are solicited.

TEELE SOAP
MANUFACTURING CO.
CAMBRIDGE, MASS.

Established 1830

Say you saw it in SOAP!



INSECTICIDE AND DISINFECTANT SECTION

Official Publication of *The Insecticide and Disinfectant Manufacturers Association*.
Harry W. Cole, Hollbrook, Mass., Secretary.

The Terry Patent

A SUIT has been entered in California for infringement of the Terry Patent covering the manufacture of a petroleum extract of pyrethrum for use as an insecticide. This patent was issued on September 14, 1926 as U. S. Patent No. 1,599,851 and at the time, created some little furore among the several hundred manufacturer of fly sprays and insecticides throughout the country. Nobody previously had apparently thought of the idea as being patentable any more than patenting a water, alcohol or petroleum extract of a hundred other botanical products used in medicine or industry for several centuries past.

Why pick out a petroleum extract of a single botanical to patent? If this one, why not try to patent all extracts of all botanicals? Why pick out something to patent which has been made and used for some ten or twenty years past? These were a few of numerous questions which were asked in the industry. The answers from various sources seemed to indicate an opinion that a pyrethrum spray was not a patentable idea in 1923, that such products had been on the market too long, and that conception of the idea dated back more than twenty years.

Insect Killing Week

NATIONAL INSECT KILLING WEEK has been definitely set for the week of July 7 to 13. It will be conducted by a committee under the auspices of the Insecticide & Disinfectant Manufacturers Association. The one and only object will be to stimulate the sale of insecticides.

If you are a manufacturer of insecticides, the committee wants your cooperation. You will be asked to mention National Insect Killing Week in your advertising. You will be asked to get your dealers to put in special window displays of your products during that

week. You will be asked to secure publication of several short articles in your local newspapers preceding and during the week. You will be asked to attach stickers on the subject to your letterheads, bills and invoices. You will be asked for a moderate cash contribution to the fund to buy printed matter, stickers, pay mailing expenses, etc.

National Insect Killing Week is being conducted by a volunteer committee. Therefore, the cooperation of every manufacturer and distributor is necessary. Everything which you do to help, is an aid to the sale of insecticides and to your business.

A number of manufacturers, both large and small, have already expressed a willingness to do everything possible and have contributed to the fund which now is close to \$2,000. Do your share in this work. Write to the committee, whose personnel and addresses are given on another page of this issue, for further information.

Be sure your product is hooked in with this country-wide publicity. Plan now!

Imports of pyrethrum flowers for the first eleven months of 1928 totaled 12,922,000 lbs., valued at \$3,473,000, setting a new high record for recent years. In the same period during 1927, exports totaled 8,565,000 lbs., worth \$1,154,000.

Great Britain exported 395,565 hundredweight of disinfectants, insecticides and allied products, valued at £988,839, during the first eleven months of 1928, as compared with 380,033 hundredweight, worth £948,891, during the same period in 1927.

Wishnick-Tumpeer, Inc. have recently been appointed exclusive sales agents for Piney Woods brand of Pine Tar and Pine Tar Oil, produced by Georgia Pine Turpentine Co. Georgia Pine Co. has discontinued its New York office, and turned over all sales matters to Wishnick-Tumpeer, Inc.

Announcing— NATIONAL INSECT KILLING WEEK

to be conducted

JULY 7 to 13

under the auspices of the

Insecticide & Disinfectant Mfrs. Assn.



WHETHER you are a member of the Association or not, you will be asked to cooperate with the committee if you sell insecticides. You will be asked to mention National Insect Killing Week in your advertising during June and July, to include mention of it in your radio broadcasting, to get all the local newspaper publicity possible. You will be asked to attach stickers to your bills, statements and letterheads. You will be asked for a small cash contribution.

NATIONAL INSECT KILLING WEEK will be conducted by a committee of the *Insecticide & Disinfectant Manufacturers Assn.* Its one and only object is to *increase the sale of all insecticides.* It will be conducted without remuneration to the Committee or anybody else. Its cost will be shared by all manufacturers of insecticides who care to contribute and who will receive due credit therefor.

THE AIM IS TO BOOST THE SALE OF ALL INSECTICIDES!

For further information, address the Committee, care of this publication.

NATIONAL INSECT KILLING WEEK COMMITTEE

J. L. BRENN, Huntington Laboratories
E. B. LOVELAND, Stanco, Inc.
C. P. McCORMICK, McCormick & Co.
IRA P. MACNAIR, MacNair-Dorland Co.
S. S. SELIG, The Selig Company
JOHN POWELL, Chairman, John Powell & Co.

Say you saw it in SOAP!



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Disinfectants On Various Organisms

Determination of Killing Dilutions Against Different Organisms and in the Presence of Organic Matter

By C. CAMPBELL BAIRD
President, Baird & McGuire, Inc.

(Before the Insecticide & Disinfectant Mfrs. Assn.)



FOR a number of years past, those in the disinfectant industry in general, and the members of our Association in particular, have heard a great deal about phenol coefficients and methods for making such determinations. The practice has become quite general among manufacturers of disinfectants to test their products for efficiency and to indicate the result on the label, expressed in terms of phenol coefficient so that the ultimate user might know how the material compared in strength with carbolic acid as a germicide. What a statement of phenol coefficient strength actually tells us is nothing more than the effectiveness of the material against the bacillus of typhoid fever. If typhoid was the only disease known to science, this practice would give us all the information it was necessary to have. Unfortunately, however, there are numerous pathogenic organisms met with in the more common diseases of mankind, and many of these are far more resistant to the action of a disinfectant than is the typhoid germ. We can therefore readily see and appreciate that the phenol coefficient which is based on the typhoid culture may have no bearing on the efficiency of a disinfectant used to check the spread of diphtheria, septic sore throat, pneumonia, tuberculosis or other serious infectious diseases. What we really should know is the correct dilution at which our disinfectants should be used to safely combat the germs of specific diseases. This we will never know as long as we make tests only against typhoid and guess at the rest.

The object of this little talk is to tell you that my firm, impressed with the need for more accurate and scientific data in the use of disinfectants for controlling disease, has expended considerable time, thought and money to have the various disinfectants of its manufacture submitted to exhaustive tests in order to determine the exact dilution which should be employed against specific types of disease bearing bacteria. This work was undertaken the best part of a year ago and was done as the result of a suggestion which was made by

the late Dr. Haywood of the United States Department of Agriculture. It was Dr. Haywood's opinion that the manufacturer of disinfectants should be able to tell his customers just how to dilute his disinfectants in order to kill various types of disease breeding organisms in a period of five minutes contact and in the presence of organic matter.

The method of determining the phenol coefficient varied of necessity with the organism used, but throughout the time intervals used were that of the Rideal-Walker test—namely, two and one-half, five and seven and one-half minutes, the amount of culture transferred for inoculation was 0.5 cc. into 5 cc. of the disinfectant under test, while the temperature of medication was 15—18 degrees Centigrade. In the determination of the *B. typhosus* coefficient, the Rideal-Walker procedure was followed. In the determination of the *Staphylococcus aureus* coefficient, the Reddish procedure published in the Journal of the American Public Health Association, Volume XVII, No. 4, April, 1927, was followed strictly in one series and in another the Rideal-Walker time was used and as would be expected there was no difference in the figures arrived at. With the remaining organisms, *B. diphtheriae*, *Streptococcus hemolyticus*, and *Pneumococcus*, the procedures outlined by Reddish in the above paper were followed with the exception that a beef infusion broth rather than a beef extract broth was used in the *Streptococcus* and *Pneumococcus* tests. The details of these methods follow in general those used in the Reddish *Staphylococcus aureus* phenol coefficient determination except that the medium is adapted to the organisms, but as stated above in our tests the time intervals and temperatures of medication are those of the Rideal-Walker test.

For determining the effect of the presence of organic matter, similar tests were made with the addition of two per cent peptone and one per cent gelatin to the diluted disinfectant in the seed tubes. The following is a summary of the results obtained:



PROFITABLE, DEPENDABLE ZEF-IR DEODORIZING PRODUCTS

MODERN crowded conditions make some method of air conditioning imperative in schools and other institutions. Zef-ir products are ideal for this purpose because they purify the air and are not merely perfumes.

Zef-ir Bloecs in various sizes with neat wall containers are available to suit any conditions. Zef-ir Crystals are *handy and easy to use*, the volatile crystals being merely shaken about the corners of the room.

Zef-ir Blockettes are urinal cakes which are placed directly in urinals or the flush boxes of toilets. Being insoluble in water they evaporate slowly and maintain *sanitary and wholesome conditions*.

Write for samples and prices!

The HUNTINGTON LABORATORIES
INCORPORATED
HUNTINGTON-INDIANA

ZEF-IR

PRODUCTS

Sample	2/3	5/6	9/10	20
<i>B. typhosus</i> without organic matter	3.2	6.5	10.00	19.0
With organic matter...	2.9	5.8	9.0	17.0
<i>Staphylococcus aureus</i> without organic matter	0.8	1.4	2.2	5.0
With organic matter...	0.7	1.3	1.8	4.9
<i>B. diphtheriae</i> without organic matter.....	2.3	4.5	7.3	18.0
With organic matter...	1.6	3.5	5.3	14.0
<i>Streptococcus hemolyticus</i> without organic matter	2.2	4.4	6.7	16.0
With organic matter...	1.7	3.5	5.3	12.0
<i>Pneumococcus</i> without organic matter.....	3.3	6.6	10.0	23.5
With organic matter...	3.0	6.1	9.4	17.5
Dilution which killed in presence of organic matter in five minutes:				
	2/3	5/6	9/10	20
<i>B. typhosus</i>	1:200	1:450	1:800	1:1400
<i>Staphylococcus aureus</i>	1:35	1:60	1:90	1:225
<i>B. diphtheriae</i>	1:120	1:275	1:425	1:1100
<i>Streptococcus hemolyticus</i>	1:120	1:250	1:375	1:850
<i>Pneumococcus</i>	1:250	1:500	1:800	1:1500
<i>B. tuberculosis</i>	1:20	1:40	1:80	1:200

The late Dr. Haywood has said more than once that after all the phenol coefficient means little or nothing in disinfectant testing. The big thing, in his opinion, is the dilution at which you recommend your product for a specific purpose. In order to arrive at a safe dilution, it is necessary to make a phenol coefficient test and to use the figures given by that test as the basis for computing the dilution.

We are fully in agreement with Dr. Haywood's viewpoint on this, and that is why we have gone into the matter so exhaustively. We appreciate that it is only a question of time until the declaration of phenol coefficient on the label which is so ambiguous to most people will be eliminated entirely and that it will be replaced with simple, sensible directions for use which the customer can easily follow, and from which he can bring about the desired result. Our firm is the first in the country, we believe, to adopt this new order of things, and while we shall continue to offer our disinfectants under a phenol coefficient guarantee, we will be in position to intelligently recommend their use for specific purposes which has not been possible heretofore because of the lack of definite knowledge.

Opportunities for Export

The following opportunities for export of American soaps and allied products have come to the Bureau of Foreign and Domestic Commerce, Washington, D. C. American manufacturers can secure the full details of the inquiries by communicating with the Bureau, care of the Department of Commerce. Be sure to mention the number of the Foreign Trade Opportunity in writing.

35,523—Tooth paste; South Africa; Agency.

35,524—Insecticides; Porto Rico; Agency.

35,775—Insecticides; Argentina; Agency or Purchase.

35,321—Insecticides; Argentina; Agency or Purchase.

United States exported 1,400,435 lbs. of household insecticides, disinfectants, deodorants, germicides and similar materials during September, 1928. These exports had a value of \$394,105. Argentina was the leading customer, taking 476,569 lbs. at a price of \$175.282. Canada was second in importance with purchases of 306,638 lbs., valued at \$81,654.

A new toothpaste will reach the market during March, if the plans of Western Co., Chicago, makers of Dr. West's tooth brush, go through on schedule. An advertising campaign to the consuming public has been arranged to start about March 1, and is expected to put the new dentifrice in the front rank in the matter of sales.

Pyrethrum flowers have been grown experimentally in six different localities in England. It is reported that these flowers exhibit toxicity to aphids and to certain caterpillars equal to that of the flowers grown in continental Europe. — *Ann. Appl. Biol.* 15, 423-45 (1928).

There is an extensive market for insecticides and disinfectants in Guatemala owing to the prevalence of disease in the dry season and the presence of flies, gnats and mosquitoes all along the coast. Several American manufacturers ship their products to Guatemala, and advertise extensively through their agents there. Guatemala imported 26,680 kilos of insecticides in 1927, 16,749 kilos coming from United States. Any attempt to enter the market there should be accompanied by an intensive advertising campaign.

UNCO Lilacena

Many manufacturers of sprays, insecticides, liquid soaps and some perfumers still rely on Terpeneol to give a lilac character at a low cost but a rapidly increasing number have discovered that better results at no increase in expense are attained by the adoption of

UNCO LILACENA

It is much closer to the true lilac fragrance and its unusual strength and covering power combined with its low cost make UNCO LILACENA the ideal perfuming material for a wide variety of uses. A trial usually results in its permanent adoption.

UNGERER & Co.
NEW YORK

Say you saw it in SOAP!

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Control and Habits of Clothes Moths

By DR. E. A. BACK, Entomologist, Department of Agriculture

(Before the Insecticide & Disinfectant Mjrs. Assn.)



HERE are two species of clothes moths most commonly found in American homes. They are the webbing clothes moth (*Tincola biselliella*) and the case-making clothes moth (*Tinca pellionella*). The webbing clothes moth is the most abundant and is responsible for a large percentage of the damage done. The adult moths, or parent insects, of both species are very much alike. They are small buff colored millers varying some in size but seldom longer than one-quarter of an inch or with a wing spread of more than half an inch. While the moths seldom fly directly into a bright light, they are often seen flitting just beyond the brightest rays. The female moths may lay eggs each day through their life which seems to average about two weeks. While she may lay as many as fifty-seven eggs in one day, she seldom lays more than twenty-five or thirty on the first day or so after emergence and a decreasing number as she grows older. Most moths do not lay more than a total of one hundred and fifty to two hundred eggs during life. Some say that a female moth that is seen flying has already laid all her eggs. This has been shown to be untrue. Female moths captured flying have laid many eggs in confinement.

It is by means of an extended ovipositor that the female moth is able to place her eggs in crevices, pile of clothing and furniture covers, etc. The eggs which are very white, soft and fragile may be laid almost anywhere. If the pile of fabrics is long and thick, the eggs may be laid deep down where they are not seen easily. On a closely woven piece of goods, they may be laid loosely upon the fabric and can be easily shaken or brushed off. The female moth seems to be willing to deposit her eggs anywhere, but usually she does not fly far from the favorite source of food upon which she has been reared.

The eggs will hatch during summer in from four to eight or ten days. Probably the majority of them hatch six to eight days after being laid. During colder weather, they may not hatch for one month. It seems from our work that eggs do not survive long in real cold weather. It is very doubtful if clothes moth eggs lie dormant for long periods only to hatch on the coming of warm weather.

Clothes moths live over cold spells throughout winter largely, if not entirely, in the larvae stage. The larvae are white and are seldom more than half an inch long. They may reach maturity in forty-five to fifty days after hatching. But there is a very great variation in the time it takes for them to reach full growth. Much depends upon the temperature, humidity and food. Individuals fed upon the same food under apparently identical conditions vary greatly in the time required to transform to the moth or adult age. Thus larvae, hatching from eggs laid in May, may produce adults during July, August, September and October, or during April, May and June of the following year. One larvae required three years for development.

Of special interest to manufactures of sprays is the fact that larvae protect themselves when not feeding by spinning cases or tubes of silk intermixed with bits of fabric and excrement. These protecting cases are often very tightly woven and almost or quite impervious to sprays applied as housewives ordinarily apply them. It is quite possible for clothes moth larvae, protected by these pupal cases or feeding tubes to weather a very heavy spraying of the infested object, particularly when the infestation is beneath furniture covers or in other places out of the reach of the brush.

Clothes moth larvae are killed by mites and hymenopterous parasites. Many firms growing clothes moths frequently discover suddenly that their cultures are ruined by these parasites that seem to sweep through the laboratory almost overnight. They must be guarded against. They undoubtedly do kill many moth larvae in our homes, but it is doubtful if they can be said to be of real practical value from the standpoint of the housewife. She ought not to depend upon them. Ordinarily, moths must have become very abundant and destructive before parasites check their further increase.

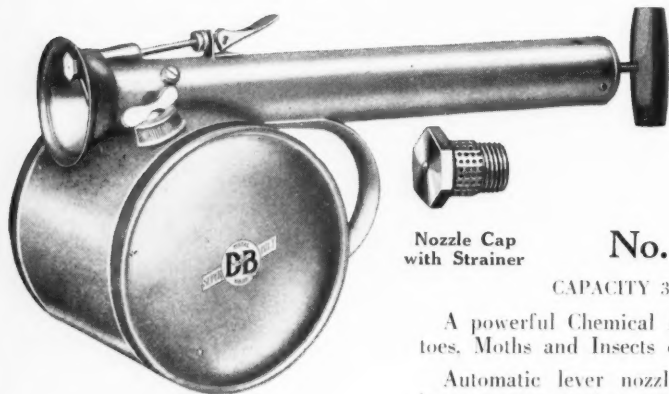
But all manufacturers of sprays and other moth controls should be much interested in the natural mortality among clothes moth larvae fed entirely upon dyed woolens and furs. Fed upon clean suitings and other fabrics containing many dyes fully ninety-per cent. of all

(Continued on Page 119)

D & B SUPERBILT

CHEMICAL SPRAYERS

DISTINCTLY ORIGINAL AND SUPERIOR



Nozzle Cap
with Strainer

No. 35

CAPACITY 3 QUARTS

A powerful Chemical Atomizer for Flies, Mosquitoes, Moths and Insects of all kinds.

Automatic lever nozzle, adjustable for light or heavy sprays without change of caps. Very high pressure is secured by setting sprayer down for pumping.



Set down
for Pumping

No. 10 D&B Superbilt Combination Chemical Sprayer

with Air Regulator and Volume Control

CAPACITY 1½ GALLONS

This is a powerful chemical atomizer in combination with an ordinary compressed air sprayer—produces the results of both with many variations in between.

The Air Regulator

A very important feature in this sprayer is the new patent air regulator. It is capable of a wide range in nozzle adjustment to make it produce a heavy spray, medium mist, or the very finest vapor fog. Works equally well with heavy or light oils or other spraying materials.

*Write for catalog on our
complete line.*

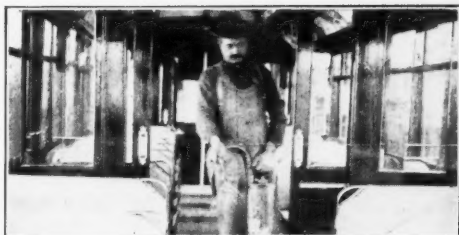
The Dobbins Manufacturing Co.
North St. Paul, Minn.



Say you saw it in SOAP!

Enter Suit on Terry Insecticide Patent

AN-FO MANUFACTURING CO., Oakland, Calif., has been named defendant in a suit in the United States District Court for the Northern District of California entered by the Terry Fly Spray Co. of California and involving infringement of U. S. Patent No. 1,599,851 covering insecticides made from a base of extracted pyrethrum. This is the first gun in the long expected legal fight over this patent, the legality of which has been denied by a number of manufacturers who are also making liquid spray insecticides. It is reported that the Terry Patent owners offered to sell to various spray manufacturers in different parts of the United States the territorial rights to the patent, but that the companies approached did not act favorably on the offers. They notified the An-Fo Company to cease manufacturing and selling their spray, Fly-Foil, and when the company refused, suit was entered. The suit is admittedly a test case in which all manufacturers of pyrethrum sprays are vitally interested.

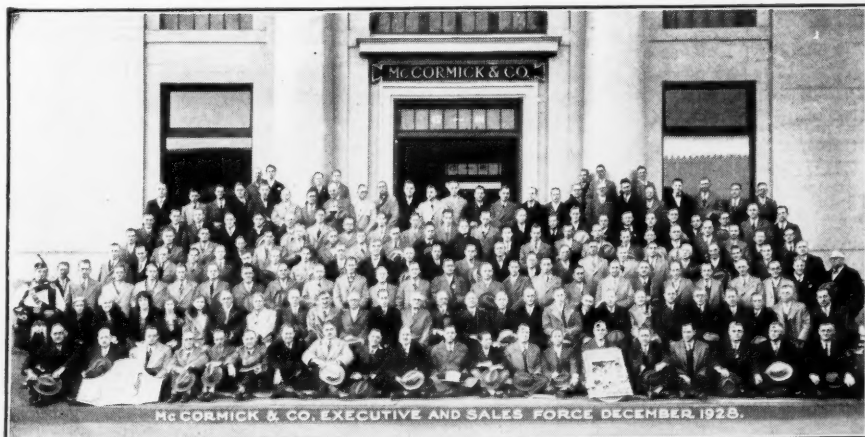


Spraying cars of the Market St. Railway Co., of San Francisco, with Leinol pine oil disinfectant. Every car of the electric divisions of the company is sprayed every day in this way.

Clinton Co., carrying a full line of wood and metal polishes, has recently been formed, with offices at 169 North May St., Chicago. R. H. Clinton, formerly vice-president of James B. Day & Co., heads the new organization, with his son, D. L. Clinton as secretary.

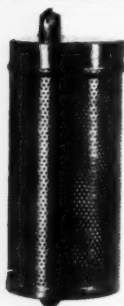
Continental Can Co. recently bought the business of Manhattan Can Co., Brooklyn, makers of lithographed talcum powder cans and fancy toilet boxes. The equipment and trade of Manhattan Can will be transferred to one of the Continental plants.

Norwich Pharmacal Co., makers of Unguentine, has recently purchased the capital stock of Amolin Co., New York. An extensive advertising campaign will soon be started to popularize Amolin, a deodorant powder, the principal product of the acquired company.



Some 150 members of the sales staff of McCormick & Co., Baltimore, who recently attended the annual sales convention at the home offices to celebrate the opening of the

40th year in business of the company. Among the speakers at the convention was W. M. McCormick, president and founder of the business.



UNITY DEODORIZING BLOCK HOLDERS

Standardize on UNITY deodorizing block holders and eliminate the cost of making expensive dies or of having small quantities of special sizes made up. These holders will take crystals, blocks or urinal cakes, being furnished either in square or round form. They will hold blocks from 1 to 2½ pounds. Can be furnished in nickle, oxidized finish, white enamel or in practically any color lacquered finish.

UNITY GLASS SOAP DISPENSERS

Here is a low-priced, sturdy tilting liquid soap dispenser which will give your customers the kind of service they want. It is easily filled and needs no mechanical attention. Is made from solid brass castings and is nickle plated. We also supply push-up and all metal tilting dispensers.

In addition to block holders and soap dispensers we solicit your inquiries for drip machines and bulk urinal cakes, deodorizing blocks, liquid soap, powdered soap, disinfectants, insecticides, polishes, etc. What are your needs?



UNITY SANITARY SUPPLY CO.

222 PEARL STREET

NEW YORK CITY



COAL TAR PRODUCTS Cresols and Cresylic Acids

Cresol U.S.P.	Meta Para Cresol
Hydrocarbon Oil	Phenol U.S.P.
Tar Acid Oils, 10%-75%	Dip Oils

All of our Own Manufacture

The *Barrett* Company



40 Rector Street

New York, N. Y.

Say you saw it in SOAP!

Notes of the Trade

Tar Products Corp., Providence, R. I., manufacturers of disinfectants, tar acid oils, and allied products, have opened a New York office at 120 Broadway in charge of Paul Hayden.

Shell-Tox is the name of a new liquid insecticide and fly spray to be manufactured and marketed by the Shell Petroleum Co., in England. The English office of the company is located at Shell Corner, London.

W. M. McCormick, president of McCormick & Co., Baltimore, left for an extended cruise of the Mediterranean late in January. He will visit the Holy Lands, Italy, France and also Holland on his trip.

Stanco, Inc., and Stanco Distributors, Inc., have announced the removal of their executive sales, advertising and purchasing departments from 26 Broadway to 2 Park Ave., New York. The new offices are situated on the 19th floor, with the telephone, Ashland 8890.

J. H. McGuire, for the past fourteen years treasurer of Baird & McGuire, Inc., Holbrook, Mass., recently severed his connection with the company. Arrangements have been made for the purchase of his interest in the company by C. C. Baird, president.

S. B. Penick & Co., importers and millers of pyrethrum, held their annual convention of sales and executive forces in New York recently. Twenty-two Penick representatives from New York, Asheville, N. C., and Weehawken, N. J. attended.

Leroy Oldham will start the manufacture of disinfectants and liquid soaps late in February. His plant will be located in the McCormick Building, Light and Barre Streets, Baltimore.

P. L. Hayden, New York representative for Tar Products Corp., Providence, has returned to active work after a two months' illness.

William L. Jenkins who recently joined the sales staff of McCormick & Co., Baltimore, has been assigned to special insecticide work in Maryland and Pennsylvania.

Lehn & Fink Products Co., 683 Fifth Ave., New York, has increased the 1929 advertising appropriations for both Lysol disinfectant and Hind's Honey and Almond Cream. The appropriation for Lysol will be 15% greater, and that for Hind's Honey and Almond Cream 10% greater. Both will be advertised in magazines throughout the year, and in newspapers for short seasonal periods.

Zonite Products Corp., New York, makers of Zonite ointment and liquid antiseptic, greet each new buyer of Zonite Corp. stock by sending him a tube of the ointment and a bottle of the antiseptic, upon notice of his purchase. Accompanying the products is a personal note of welcome, together with a suggestion that he mention the company products to his friends.

General Products Co., Greenville, Ohio, soap and insecticide manufacturers, recently moved into a new three story plant at the corner of Front St. and Riffle Ave., Greenville. The enlarged quarters are situated on the Pennsylvania railroad, with a siding entering the plant. D. W. Fitzwater and his son own and operate the plant.

The recent sales convention of Samuel Cabot, Inc., Boston, disinfectant house, was attended by twenty-five representatives of the company. Samuel Cabot, president of the firm, presided at the convention which concluded with a banquet at the Hotel Statler.

Ray P. Dunning, for some years connected with the sales department of the Barrett Company, New York, and more recently an attorney and member of the firm of Dunning & Dunning, Springfield, Mass., was recently appointed United States Commissioner for that district by senior Federal District Judge for Massachusetts, James M. Morton, Jr.

The firm of King & Howe, importers and millers of insect flowers, 11 Cliff St., New York, was incorporated as King and Howe, Inc., Dec. 31, 1928, with the new company taking over the assets of the old. The company will continue under the same officers, and will maintain the same policies. The officers are: H. R. King, president; W. R. Howe, vice-president and treasurer; E. D. Osborne, secretary.

Butcher Polish Co., has moved from 245 State St., to 84 Broad St., Boston.

INSECT POWCO POWDER

BRAND

REG. U.S. PAT. OFF.

The well made finished insecticide should rest on the solid foundation of dependable raw materials.

As true specialists in pyrethrum we have studied our product from every important angle. We have steadily aimed to know as much about it as is humanly possible.

A well defined program of continuous research enables us to render a service that is difficult to duplicate.

Let us discuss your problems.

JOHN POWELL & CO., Inc.

Specialists in Pyrethrum

114 E. 32nd STREET

NEW YORK

Initial Trial Order Prices

C.O.D. or SIGHT DRAFT Vs. BILL OF LADING—F.O.B. Our Factory with Freight Allowed
NINE (9) LEADERS — SUPER-STANDARD QUALITY

B
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| (1) 1-lb. shaker top tin cans, new style—Lithographed.
G & O DEODORANT CRYSTALS WITH ALLUR-
ING odor | \$5.40 per doz. |
| (2) Same in 200 lb. drums | \$.35 per lb. |
| (3) G & O DEODORANT CAKES 4 - 4 oz. cakes per
1 lb. tin cans | \$5.64 per doz. |
| (4) Same in 100 lb. cases | \$5.40 per doz. |
| (5) NICKEL HOLDERS for above cakes | \$36.56 per gr. |
| (6) 2 lb. SEMI-RECTANGULAR DEODORANT
BLOCKS | \$8.64 per doz. |
| (7) METAL POLISH meeting strict Gov't Specifications
No. 341 | \$.48 per gal. |
| (8) FURNITURE POLISH of pure carnauba wax base,
cedar odor. Retail \$4.50 per gal. | \$.77 per gal. |
| (9) G & O LIQUID INSECTICIDE (3½ lb. Pyrethrum
Base) looks, acts, smells like all of them. | \$5.77 per gal. |

All and 28 other products made by

GOULARD & OLENA, Inc.

CHEMICAL MANUFACTURERS

140 LIBERTY STREET

NEW YORK, N. Y.

also
Insect
Powder
Anti-Freeze
compound

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also
Cold water
Paint
Naphthalene
Nest Eggs

Say you saw it in SOAP!

Insecticide Exports Larger

United States Department of Commerce reports that exports of household insecticides from the United States to the countries of North and Central America and the West Indies during the first ten months of 1928 showed an increase of 31 per cent in value over shipments to the same areas during the entire year 1927. The table given below shows details of the United States exports of household insecticides to North and Central America and the West Indies for the year 1927 and the first 10 months of 1928:

Country	Calendar Year 1927	January to October 1928
British Honduras	\$ 2,387	\$ 2,326
Costa Rica	7,318	7,222
Guatemala	17,337	26,460
Honduras	5,226	5,719
Nicaragua	6,390	5,531
Panama	14,746	17,940
Salvador	5,047	6,750
Mexico	126,955	171,469
Bermudas	9,375	11,894
Barbados	1,383	3,996
Jamaica	5,085	6,676
Trinidad and Tobago	3,289	3,669
Other British West Indies	6,250	5,314
Cuba	177,418	188,705
Dominican Republic	11,346	16,060
Netherlands West Indies	2,861	6,834
French West Indies	456	484
Haiti	5,031	6,668
Virgin Islands of United States	520	2,645
Canada	123,667	203,218
	<hr/> \$532,087	<hr/> \$699,610

It will be noted that three countries, Mexico, Cuba and Canada, accounted for more than 80 per cent of the total exports of insecticides to the areas under review during the January-October period of 1928 and that exports to each of these three countries showed a marked increase over those for 1927.

International Combustion Tar & Chemical Corp., formerly F. J. Lewis Mfg. Co., recently inaugurated an advertising campaign to push the sale of their In-Nap moth balls and flakes. They will soon put on the market a new package disinfectant. Full pages in the Saturday Evening Post will give publicity to the new products.

Great Britain exported 395,565 cwt. of insecticides, valued at £988,839, during the first eleven months of 1928, as compared with 380,033 cwt. worth £948,891, during the same period in 1927.



**LIQUID SHAMPOO
SHAMPOO BASE SOAP
SHAMPOO PASTE
LIQUID TOILET SOAP
TOILET BASE SOAP
SURGICAL GREEN SOAP**

In addition to the soaps listed above we make many other kinds—all under laboratory control.

An exacting chemical analysis insures the uniform composition of these soaps.

We will gladly send you samples and prices of any soaps in which you are interested.

The
DAVIES-YOUNG SOAP CO.
Dayton, Ohio.

TAR ACID OIL

20% 25% 30% 36%

Naphthalene Free — White Emulsion

SPECIAL OILS

for making DISINFECTANTS complying in

BENZOPHENOL CONTENT

with the

FEDERAL CAUSTIC POISONS ACT

THE DOMINION TAR & CHEMICAL CO.

LIMITED

424 CANADA CEMENT BUILDING

MONTREAL, QUEBEC

MORTEX Theatre Spray

Can deliver either in concentrated form, or ready to use in several different odors, including ROSE, VIOLET, JASMINE, ORIENTAL AND fancy French BOUQUETS. Since we make a specialty of these theatre sprays and produce them in large quantities, we can quote very attractive prices.

Shall we send samples together with information?

A. SREBREN & CO. 247 E. ILLINOIS ST.
CHICAGO, ILL.

Say you saw it in SOAP!

Association Committees for 1929

The following committee chairman were announced recently to serve for 1929 by President H. W. Hamilton of the Insecticide & Disinfectant Manufacturers Association: Scientific Committee, Dr. E. Klarman of Lehn & Fink, Inc.; Disinfectant Committee, Peter Dougan of Merck & Co.; Committee on Dept. Commerce Relations, Wallace Thomas, Gulf Refining Co.; Trade Ethics Committee, Fred Hoyt of Frederick Disinfectant Co.; Membership Committee, John Powell of John Powell & Co.; Insecticide Committee, F. W. Foreman of Toledo Rex Spray Co.; Insecticide Standardization Committee, Dr. Robert C. White, R. C. White Chemical Co.; Entertainment Committee, S. H. Bell of American Tar Products Co.; Program Committee, E. B. Loveland of Stanco, Inc.; Committee on Increased Revenue, J. L. Brenn of Huntington Laboratories; Disinfectant Standardization Committee, Dr. William Dreyfus of West Disinfecting Co.; Committee on Simplification and Standardization of Nomenclature of Disinfectants, William H. Gesell; vice-chairman, Dr. M. Dittman, both of Lehn & Fink, Inc.; Publicity Committee, Ira P. MacNair of MacNair-Dorland Co.

J. L. Brenn of Huntington Laboratories, Huntington, Indiana, visited Chicago recently and announced that John G. Griffin, formerly with the Davies Young Soap Co., and the Midwest Soap Co., has taken a position with Huntington Laboratories.

Insecticide cans were one feature of a novel exhibit installed by the American Can Co., at the twenty-second annual convention of the National Canners Association, held at the Stevens Hotel, Chicago, from January 21st to the 26th.

Iodent Chemical Co., recently won a suit against Jacobs Drug Co., Paterson, N. J., which involved an illegal use of its registered trade mark, "Iodent." Mr. Jacobs has been instructed not to use the registered mark in the sale of his tooth paste and brushes, although he is still allowed to use the mark. "Jacobs Iodent," provided there is no attempt to imitate the Iodent package.

Jaech Manufacturing Co., Cincinnati, makers of "Jake" sprayers, moved to a new building at 3444 Colerain Ave., on Feb. 1. Larger volume of business made the change necessary.

HUDSON SPRAYERS

*help your product
make good!*

EIGHTY DIFFERENT STYLES

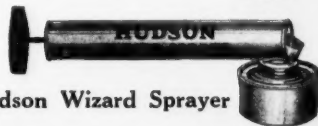
from which to choose —
from 5 ounces to 100 gallons

"A Pattern for every Purpose"

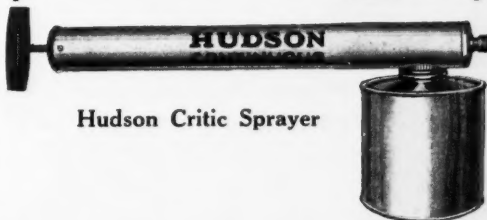
Here are four outstanding patterns in the insecticide world today.



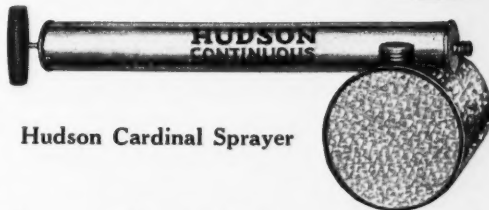
Hudson Fog Sprayer
Trademark Registered



Hudson Wizard Sprayer



Hudson Critic Sprayer



Hudson Cardinal Sprayer

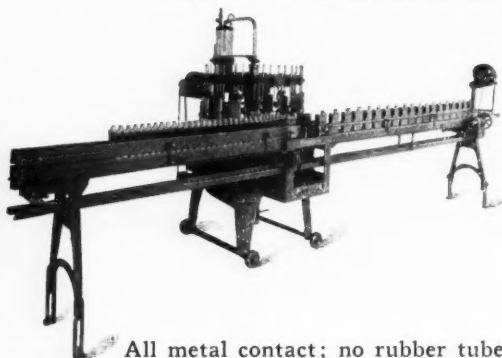
Write for 42 page catalog.

HUDSON
MANUFACTURING CO.

MINNEAPOLIS, MINN.
New York City Philadelphia Chicago
147 Chambers St. Dela. & So. St. 550 McCormick Bldg.

Insecticides - Liquids of All Kinds

Filled Into Bottles and Small Cans



Production!—at lowest cost with a Kiefer Rotary Vacuum Filling Machine.

One inexperienced operator needed to feed bottles—discharge direct to cappers, corkers, etc.

Clean filling — no dripping onto bottles; no overfilling; no wiping of bottles.

Broken and imperfect bottles pass through machine and no liquid goes into them.

All metal contact; no rubber tubes to rot and cause trouble.

Constant, uniform production.

The Kiefer Rotary Vacuum Filling Machine is made in four sizes. Write for catalog showing these and our semi-automatic machines.

The KARL KIEFER MACHINE CO.

CINCINNATI, O.



LETHANE

Patent Applied for

LETHANE CONCENTRATE

Replaces Pyrethrum Flowers

Either wholly or in part, in the manufacture of household insecticides. Non-irritating and non-injurious to materials. Uniform and positive in action.

LETHANE 22

A New Insecticidal Fumigant

Highly penetrating and unexcelled in efficiency by any other fumigant. Non-toxic, easily applied and the most economical insecticide of its type available.

Further particulars and samples gladly furnished

Office.

222 W. Washington Sq.
Philadelphia, Pa.

Röhm & Haas Co., Inc.

Works

Bristol, Pa., and
Bridensburg, Pa.

Say you saw it in SOAP!

White Tar Elects Officers

White Tar Co. of N. J., Kearny, N. J., at a meeting of the stockholders on Feb. 1, elected the following board of directors for 1929: Byrd Walker, J. J. Scheuch, Lon S. Landers, R. Gretsche, H. W. Hamilton, and P. A. Post. The Board then elected the following officers: Byrd Walker, president; Lon S. Landers, and R. Gretsche (formerly secretary), vice-presidents; J. J. Scheuch, treasurer; H. W. Hamilton, secretary (new officer in place of Mr. Gretsche, now vice-president.) H. W. Hamilton, new secretary of the company, is president of the Insecticide & Disinfectant Manufacturers Association.

United States exported 136,441 lbs. of metal and stove polishes, valued at \$23,735, during November, 1928, Canada being the leading customer with purchases of 18,312 lbs., at a price of \$4,138. Shoe polish exports totaled 236,317 lbs., worth \$73,876, and Canada again was the large buyer, taking 39,486 lbs., for \$8,219. Exports of leather dressings and stains amounted to 224,979 lbs., worth \$41,815, with Canada taking 73,859 lbs., at a price of \$12,513. Floor wax, wood, furniture and auto polish exports totaled 267,042 lbs., worth \$67,287, with United Kingdom first in importance, taking 63,342 lbs., for \$15,327.

Los Angeles Can Co., a subsidiary of Continental Can Co., recently let the contracts for the building of a new \$1,000,000 plant on the Pacific Coast. This addition will replace present leased properties.

Edgar M. Queeny, head of Monsanto Chemical Works, St. Louis, has recently been elected a director of Manufacturers & Merchants Association of St. Louis, and a director of Mississippi Valley Association.

Seymour J. Spitz is the new president of General Naval Stores Co. For some years he has been connected with Newport Co., Milwaukee, producers of wood rosin and turpentine.

P. R. Dreyer, head of P. R. Dreyer, Inc., will be away from New York until late in February, calling on the trade in the West and South.

Gillican-Chipley Co., New Orleans naval stores factors, recently took over Naval Stores Export Corp., of New Orleans and Savannah.

Perfection. Peerless
among Soap Dispensers
Price
without Sacrifice to Quality



Perfection Model 125—
Designed for the low-
price trade—but sacrific-
ing nothing for
price . . . no wonder
the Perfection is out-
standing in its class!

6

Features

*Distinguish the
Perfection Dispenser*

1. The Perfection is made of White Metal. It cannot corrode. Most Push-up Dispensers are made of cheaper metals and leak.
2. The Perfection's handsome globe is blown glass corrugated—not moulded glass with seam.
3. The push-up valve is tooled to precision—all parts enclosed in housing. The spring does not protrude up into the soap.
4. Perfection is leak-proof. Its patented cone type shut-off keeps the channel free from hardened soap and makes a positive closure.
5. Replacement of globe is easy—simply screw into worm thread opening.
6. Each Perfection Dispenser is packed in an individual shipping carton with screws.

Quantity production enables us to sell the Perfection at prices heretofore unheard of for a dispenser of its specifications. Prices so low you can sell it at a profit or give it away. Write for sample and prices.

**U. S. SANITARY SPECIALTIES
CORPORATION**

435-41 South Western Avenue
Chicago, Illinois

now offering

WATER SOLUBLE ODORS

for theatre sprays

Lily Oriental — Rose — Verbena — Lilac
Carnation — and others

of the same quality as our regular line for

LIQUID SOAPS, DEODORANTS, SPRAYS, etc.

These odors are fragrant, stand up perfectly and will last. They are priced reasonably. *Samples and quotations on request.*

Do you want an individual odor in your products—something that is noticeable among competing sprays, deodorants, liquid soaps, etc. If so, tell us what type of perfume you want and we will originate something for your exclusive use.

**GEORGE V. GROSS CO. 30 OLD SLIP
NEW YORK CITY**

Los Angeles Office—782 South San Pedro St., M. B. ABRAHAMS

HEXCIDE Disinfectant

In bulk to the trade

A real germicide, cleanser and deodorizer. Fully meeting requirements of U. S. Dep't. of Agriculture. Makes a Milky White Emulsion with pleasant odor. No sediment or separation. Phenol coefficient guaranteed. Prices and samples on request.

From a gallon to a tank car

TAR PRODUCTS CORPORATION

(NEW ENGLAND DIVISION, AMERICAN TAR PRODUCTS CO., PITTSBURGH, PA.)

REFINERS and MANUFACTURERS

Providence, Rhode Island

Office 9 Empire St.

Works—East Providence

New York Office—120 Broadway : Paul L. Hayden, Mgr.

Say you saw it in SOAP!

William Schieffelin, Jr., of Schieffelin & Co., New York wholesale druggists, spoke at a dinner of the recently formed Hundred Year Club, held at the Savoy-Plaza Hotel, Jan. 24. The club consists of New York business firms which have been active for a hundred years or more. Mr. Schieffelin is of the sixth generation, being a direct descendant of Jacob Schieffelin, who founded his firm in 1794. Other members of the club include Colgate & Co., Dodge & Olcott Co., Innis, Speiden & Co., McKesson & Robbins, and Merck & Co.

Clark's Grocery Zone and Data Book for 1929 has recently come off the press. It contains a series of analyses of the leading grocery markets of the country. As each town is taken up, facts are given such as its population, the number of wholesale and retail grocers, the number of samples necessary to cover the better homes, the number of window trims needed, the chain store buyers, leading hotels, newspapers, railroads, street cars and bill boards. It should be of interest to soap manufacturers interested in reaching the wholesale or retail grocery trade.

La Salle Products, Inc., of St. Paul, Minn., recently suffered a serious misfortune when a fire broke out and all but destroyed the entire plant at 2219 University Ave. Temporary quarters were established, however, in the Hamm Building and plans are already under way for the construction of a new building.

Grasselli Chemical Co., subsidiary of E. I. Du Pont de Nemours & Co., is planning to build a new \$1,000,000 manufacturing plant in Ecorse, near Detroit. Twenty acres of land have been purchased to give space for the building of what will eventually be a \$5,000,000 plant.

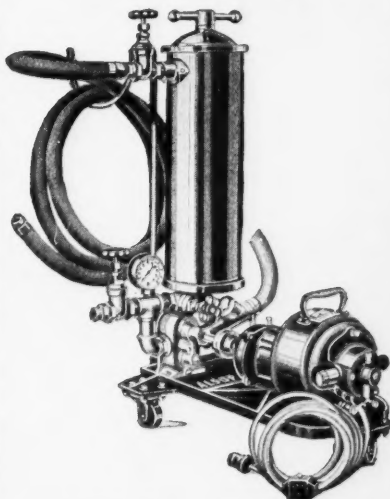
Pressed Steel Tank Co., Milwaukee, has announced the appointment of Tweedy Co., Inc., 24 California St., San Francisco, as sales representatives for the entire line of Hackney barrels and drums in the state of California.

E. H. Killheffer, president Newport Chemical Works, Passaic, was recently elected president of American Association of Textile Chemists and Colorists.

Stuart Bros., essential oil dealers, Montreal, suffered a \$50,000 loss by fire early in January. As soon as new quarters are obtained, operations will be resumed.

Hy-Speed

INTERNAL PRESSURE FILTER



CLARIFIES LIQUID PRODUCTS

This remarkably efficient filter unit utilizes the principles of internal pressure to give more filtering area and more pressure per square inch than is possible in any machine of similar size. The result is the production of a crystal-clear filtrate.

CLEANS MORE EASILY

This filter is practically automatic and self-cleaning. . . and filter screens can be cleaned and replaced in less than two minutes.

Write for Catalogue

• **ALSO** •
ENGINEERING CO.

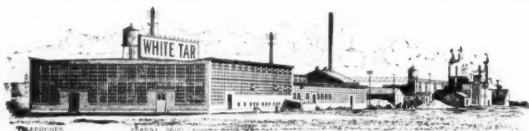
47 West 63rd St., New York City

THE WHITE TAR COMPANY
of New Jersey, Inc.

Founded in 1886

Belleville Turnpike

Kearny, New Jersey



Naphthalene of Uniformly High Quality

Refined — High melting point — Prime White. In flakes, crushed, crystals, lumps, powder, balls, tablets, blocks—for use in making moth preventives and deodorizing blocks. Furnished in bags, kegs, barrels and small retail packages. A carton or a carload.

Spring contracts on Naphthalene now being closed



**F. O. B.
Works**

**Kearny
New Jersey**

**Cincinnati
(Ivorydale)
Ohio**

IF

YOU ARE INTERESTED IN

**Quality Soap Powders
Quality Cleansers
Quality Laundry Soaps
Quality Water Softeners
Private Brand Package Goods**

Our Special Process for Aerating Soap Powder enables us to market one of the softest powders and the barrel is filled to the top.

The NATIONAL MILLING & CHEMICAL CO.
MANAYUNK, PHILA., PA.

Will be pleased to send you samples and quote prices

***Manufacturing Soap Powders
and Cleansers for nearly a half century***

Say you saw it in SOAP!

South American Insecticide Market

United States is shipping more insecticide to South America, according to figures issued recently by the Department of Commerce. Exports to that territory for the first nine months of 1928 were valued at \$1,047,530, as against \$861,695 for the whole of 1927. Argentina is the largest customer, taking about 67% of United States' insecticide shipments to South America. Figures for 1927 and the first nine months of 1928 follow:

Country	Year 1927	First 9 months 1928
Argentina	\$409,813	\$707,484
Bolivia	925	535
Brazil	144,820	11,975
Chile	60,663	32,855
Colombia	95,805	105,071
Ecuador	8,498	4,583
British Guiana.....	1,983	3,633
Surinam	1,128	1,752
French Guiana.....	1,200	120
Paraguay	3,576	1,021
Peru	26,731	38,335
Uruguay	32,738	65,554
Venezuela	73,815	74,612
	\$861,695	\$1,047,530

Continental Can Co. recently announced the purchase of Manufacturer's Can Co., Harrison, N. J. This company manufactures a miscellaneous line of cans for packing paints, varnish, oil grease, etc. The business will be transferred to one of the Continental plants. Since Jan. 1, 1928, nine can making companies and one manufacturer of can making machinery have been absorbed by the fast growing Continental organization.

L. I. Brill and J. D. Stein, proprietors of the Stein-Brill Corp., New York, used machinery house, were both presented with sons during the same week late in December. Mr. Stein already boasted of one son but the new baby in the Brill family was the first.

Du Pont Cellophane Co., New York, recently purchased the business of Capes Viscose, Inc., Delawanna, N. J., and consolidated the offices of the two companies at 2 Park Ave., New York, telephone LEXington 0022. Capes Viscose will operate as the Cellulose Cap Division of Du Pont Cellophane Co. Harry S. Fisher, formerly sales manager of Capes Viscose, has been retained as sales manager of the new division, and Herbert E. Walther will remain to cover the New York territory.

POULTRY HOUSES

FLOUR MILLS

THEATRES

HOTELS, Etc.



*Wherever The Exterminating
Deodorizing or Disinfecting
Job is Large*

The Presto Model 102 Electric Spray Gun provides a fast, practical, low cost answer to spraying disinfectants, moth preventatives, theatre sprays and many other liquids such as floor oils.

With the Presto 102, the time required to spray the inside of a room or building can be cut to only a fraction of that necessary with an old style pump sprayer.

The liquid is completely atomized, producing a fine spray that penetrates the most remote, out-of-the-way places. And the ease with which the gun can be handled and controlled makes possible a thorough, yet uniform, economical distribution of the liquid.

Metal Specialties Mfg. Co.

338-352 N. KEDZIE AVENUE, CHICAGO

Mail the coupon today

Please send me the special folder and prices on the Presto 102 Electric Spray Gun.

Name

Company

Address

City State

You May Have Good Ammunition



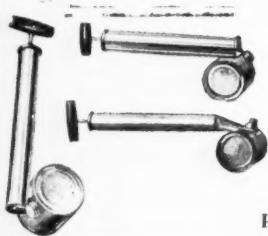
But What About
The **GUN?**



Your product may be first class in every respect and yet fail to give 100% satisfaction because of an imperfect sprayer. The better the sprayer the better they like your product.

ACME Sprayers Cover Every Need

Our fifty years' experience assure you of the best sprayers that money and skill can produce. Every sprayer we ever sold carried a money-back guarantee, and our ever-expanding business gives evidence of the unquestioned superiority of the ACME line.



Four Great Improvements

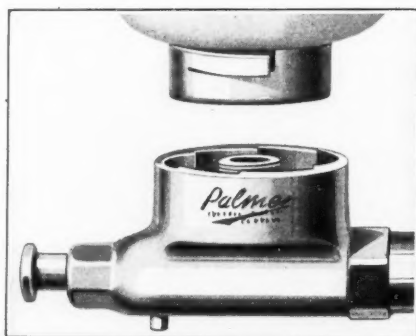
—feature our No. 200 sprayers—a D 3/4 cup which keeps the liquid from dripping on the floor or person; air and spray tubes co-ordinated to produce a mist or fog that hangs in the air longer; special processed leather plunger cup takes hold instantly and gives full volume; vent in can screw prevents siphoning when not in use. Remember, if we haven't the sprayer your product calls for, we will make it for you.

Write for samples and prices.

POTATO IMPLEMENT COMPANY, Dept. 34, Traverse City, Mich.

Liquid Soap Dispensers with a New Bowl Replacement Feature

Broken bowls easily replaced without cement, or sending the parts to the factory. Brackets need not be taken from wall.



Bowls are as securely attached to bracket as if cemented and cannot be removed unless broken.

The New Palmer "Letter Series" Line
A Style for Every Requirement — Fully Guaranteed.
Write for Descriptive Literature.

Manufacturers of
School Supplies
Janitor - Sanitary

PALMER PRODUCTS, Inc.
Main Offices, Factory and Laboratories
WAUKESHA, WISCONSIN
New York Office - 528 W. 40TH ST.

Send for
Complete
Catalog

Say you saw it in SOAP!

New Patents

(From Page 59)

ing subjected while hot to a treatment of sodium chloride.

No. 1,694,219, Mothproofing Substance and Method of Preparing It, patented December 4, 1928 by Lloyd E. Jackson and Helen E. Wassell of Pittsburgh, Pennsylvania, assignors to Mundatechnical Products Company, Detroit, Michigan. An insectifuge containing a mixture of a quinoidine salt with a soap.

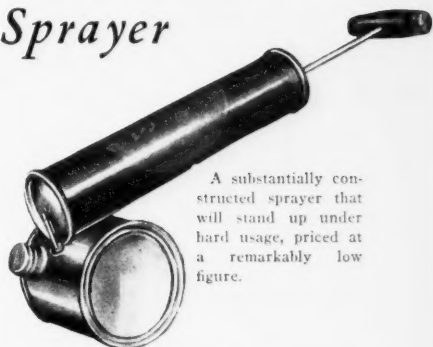
No. 1,696,762, Germicidal Compound, patented December 25, 1928 by James Jeffries Goodwin of Louisville, Kentucky, assignor to Goodwin Laboratories, Inc., Louisville, Kentucky, a Corporation of Kentucky. A germicidal compound for preparing germicidal aqueous solution, comprising a mixture of soap including salts of the fatty acids common to coconut oil and palm oil, and tri-sodium phosphate.

No. 1,691,228, Disinfecting Agent, Patented November 13, 1928 by Karl Damiler, Fritz Just, Gerhard Balle, Höchst-on-the-Main, and Sigismund Fuchs, Frankfurt-on-the-Main, Germany, Assignors to I. G. Farbenindustrie Aktiengesellschaft, Frankfurt-on-the-Main, Germany, a Corporation of Germany. A disinfecting agent, consisting of an aromatic sulfonic acid, being substituted by at least one side chain containing at least three carbon atoms.

No. 1,688,098, Apparatus for Supplying Liquid Disinfectants to the Water contained in Tanks Used for Toilets. Patented October 16, 1928 by George Arthur Turner of Leeds, England, assignor to H. & M. Patents Limited, Leeds, England, a Company of Great Britain and Northern Ireland. Apparatus for supplying disinfectants to water contained in a flushing cistern having in combination a receptacle for the disinfectant provided with a discharge opening communicating with the said cistern, a discharge valve for opening and closing the opening, said valve forming part of the vertical rod, means arranged within the receptacle for intermittently raising the valve rod, a cam mounted loosely upon a spindle, an independent float working within the cistern, a rod upon which the float is adjustably fixed having a disc secured to its upper end for intermittently actuating the cam for raising the discharge valve.

VOGEL

Insecticide Sprayer



A substantially constructed sprayer that will stand up under hard usage, priced at a remarkably low figure.

Made by specialists in sheet-metal goods for more than half a century, both our hand and continuous sprayers represent the greatest value on the market.

Also Manufacturers of

Shaker Top Cans

for paradichlorobenzene crystals

Plain or Decorated

Tin Cans

for Pastes, Soft Soaps,
Dry and Liquid Insecticides.

Holders for Deodorizing Blocks

Write us about your requirements and we will gladly submit samples and prices without any obligation on your part.



William Vogel & Bros.

Incorporated

"IN BUSINESS OVER 50 YEARS"

37-47 SOUTH 9th STREET
Brooklyn, N. Y.

Bouquet No. 77

The FLY SPRAY

PERFUME

THE season is fast approaching when fly sprays will be in great demand. Be prepared to offer your customers a product they will be pleased to use. A product in which the petroleum distillate is fully disguised when it is sprayed.

Bouquet No. 77 is economical to use—1 ounce to 1 gallon of spray. Guaranteed not to stain or possess a "medicine like" odor. *Let us submit samples.*



P. R. DREYER INC.
26 CLIFF STREET NEW YORK

Sole Representative of

Grasse - **BERTRAND FRERES** - France

Sole Selling Agent for

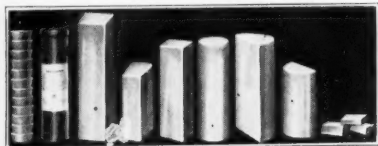
VANILLIN FABRIK
Hamburg, Germany
Aromatic Chemicals

**NORD AFRICAN
COMMERCIAL**
Alger, Africa
Oil Geranium

H. RAAB & CO.
Roermond, Holland
Artificial Musks

PAOLO VILARDI
Reggio Calabria, Italy
Messina Essences

The World's Largest Manufacturers of Deodorizing Blocs!



A SIZE TO FIT ANY CONTAINER

Deodorizing and urinal blocs are made in shapes and sizes to fit any container, and are packed in cans and packages with *private* labels. Attractive and handsome containers in oxidized, white enameled, and nickel plated finishes are furnished with jobber's name plate, when ordered.

Originators and Pioneers of U. S. Aerzonator Blocs!

"Perfume To The Last Crystal"

Being the largest producer of deodorizing blocs in the world—naturally we are jealous of the good name of the Aerzonator. Meticulous care is exercised to maintain the Aerzonator's quality. Only the finest essential oils are used in its manufacture. Because of our scientific process of manufacture, we produce blocs of outstanding distinction . . . uniform, hard and lasting . . . known the country over as blocs which "perfume to the last crystal." To jobbers concentrating on the sale of the Aerzonator . . . there is the prestige of marketing a bloc which has *made a name for itself* . . . the assurance of a ready and profitable market, repeat order business, the building of good-will, Record production, popular demand enables us to lower jobbers' prices. *Glad to give you facts and prices!*

U. S. SANITARY SPECIALTIES CORPORATION

Laboratories and Works
435 S. Western Ave., Chicago

New York Division
59-63 East 12th St., (near B'way)

Say you saw it in SOAP!

Control of the Clothes Moth

(From Page 101)

young larvae hatching from the eggs will die. They thrive best when fed upon a mixture of raw animal materials such as dried blood, fish gut, casein, raw hog bristles, rabbit fur. They even thrive well on the carcasses of dead or dried mice and the dead of their own species. The natural mortality occurring upon dyed fabrics undoubtedly is placed to the credit of various treatments applied by the housewife.

In the case of rugs, the worms establish themselves between the rows of pile. Their food consists of the wool in the rug augmented by hair of house pets, etc., that sifts down to the warp. Rugs should be taken in the hand now and then and bent so as to expose to view the warp between the rows of pile. If moths are present on the upper side of the rug, their webs and excrement will be seen easily. Moths may establish themselves in floor cracks beneath rugs and come up to feed upon the woolen strands where they pass beneath the vegetable fibers of the warp. Often moth worms will form a dense matting of silken tubes on the underside of expensive rugs that for one or another reason are not kept cleaned by brushing from the under side.

Sprays should be applied to both sides of floor coverings if used at all.

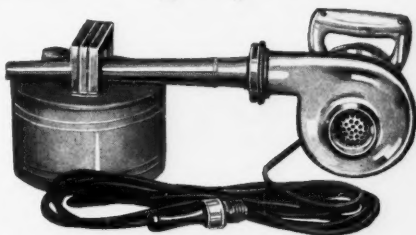
Information on the varying infestations in mohair-covered furniture has already been published with illustrations. You can get this information by writing the Bureau of Entomology. You will note that there are two types of feeding upon furniture covers—the surface feeding and feeding from beneath. Surface feeding is prevented by frequent inspections, supplemented by brushing or the application of sprays. Feeding from beneath is hidden from the eye. One sees only the result in the falling away of the pile and the development of bare spots exposing the foundation warp. It takes very little feeding sometimes to spoil the esthetic value of furniture. Where moth worms are close to the underside of the covers they may be killed more easily by drenching sprays, but where they retreat as they very often do and hide in the stuffing beneath layers of cotton they are not easily affected. Of course, vacuum treatment will not remove the infestations within furniture, excellent as it may be for the prevention of external feeding.

In our Farmers' Bulletin No. 1353 and in several separates, the Bureau of Entomology has discussed the usual and better methods of clothes moth control. As these bulletins may

Increase Your Insecticide Business with these *Electric* Sprayers

Hand spraying is too slow and laborious for modern industry and institutions. Offer them an up-to-date high speed electric sprayer, and you will get their business. Many leading manufacturers of industrial insecticides are finding the Tornado the biggest stimulant to sales that they have ever used!

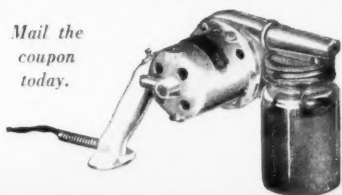
The appeal of the electric sprayer brings in plenty of NEW business. And because the electric sprayer is so easy to use and gives such splendid results it makes old customers use more insecticide and consequently BUY more



Breuer's Tornado Portable Electric Sprayers

are the most powerful and efficient of their type on the market. Handle all liquid insecticides, germicides, and disinfectants. Model 6 ball bearing $\frac{1}{8}$ H.P. G-E motor, is for heavy duty service in mills, warehouses, and larger institutions. Model 50, with $\frac{1}{2}$ H.P. G-E motor, is designed for smaller plants and institutions, as well as for home use.

Mail the coupon today.

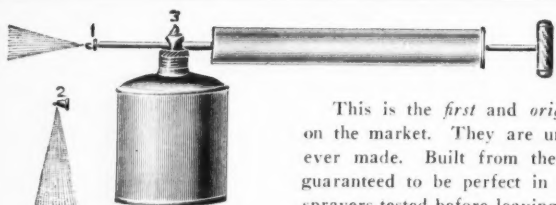


Write today for complete description and full particulars

Please send full particulars on the Breuer Portable Tornado Electric Sprayer. No obligation.
BREUER ELECTRIC MFG. CO.,
862 Blackhawk St., Chicago, Ill.

Name _____

Address _____



Not like
ordinary
sprayers

The Robertson Compressed Air Sprayer

This is the *first* and *original* continuous sprayer ever put on the market. They are universally conceded to be the best ever made. Built from the highest quality of material and guaranteed to be perfect in operation and workmanship. All sprayers tested before leaving factory. Prices mailed on request.

Manufactured by

JAECKH MANUFACTURING COMPANY

3444 Colerain Ave.

Cincinnati, Ohio

KING & HOWE

IMPORTERS

Incorporated,

MILLERS

PYRETHRUM

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11 CLIFF ST.

NEW YORK

Insect Powder

Half-Closed Dalmation

Closed Dalmation

Japanese

Contracts Solicited

Insect Flowers

Allow us to quote you direct from the go-downs of Japan and the interior collecting centers of Dalmatia or our own spot stock.

"Headquarters for Bulk Buyers"



Distributors Make Big Money

Distributors can make a handsome income handling RATIN, the world's most famous Rat and Mice Exterminator. You can build up a steady, interesting and lucrative *Exterminating Service* that will last the year round. RATIN is guaranteed harmless to man. It is reliable—it never fails! Used for over twenty-five years by such customers as the Municipalities of New York, Chicago, Philadelphia and other cities, besides the most prominent manufacturers in Europe and America.

Write at once for full details of this unusual opportunity, also for FREE 84-page confidential textbook, "*How Successful Men Sell Rat-in*." A real chance for the man who wants to build up a permanent business.

THE RATIN LABORATORY, Inc.

116 Broad Street
New York, N. Y.

CRESYLIC ACID

All Grades

CREOSOTE OILS

Cresol
U.S.P.

Specially prepared for
disinfectant manufacturers.

Phenol
U.S.P.

COAL TAR PRODUCTS

WM. E. JORDAN & BROTHER, 2590 Atlantic Ave., Bklyn., N. Y.
Mechanics Bank Bldg.

Telephone Glenmore 7318-7319

be had for the asking it seems hardly necessary to repeat the information here. I cannot speak to highly of naphthalene and paradichlorobenzene when these are used as we recommend them. Both of these in crystalline form can be depended upon absolutely to kill all forms of clothes moths if used in sufficient amount in tight containers. The past summer's work indicates that fully ninety-five per cent. of the moth worms in upholstered furniture may be killed by simply applying the finely divided crystals over the surface of the covers, down about cushions and into sides and back and then wrapping the furniture well in blankets for one, or better, two days. Applying the crystals by hand seemed to give just as good results as when they were applied more expensively by vacuum cleaner attachments. This treatment requires warm weather for best results. While it is not a perfect method, it kills so many and is so easily and safely applied by anyone that it should be used more generally where persons do not wish to resort to fumigation or the application of good moth proofing solutions or cold storage.

I feel that the value of moth proofing solutions is still in the experimental stage. There seems little doubt but that properly applied good solutions do impart a protection from moth development that is of practical value.

No solution has been found to impart an absolute and permanent protection. The results obtained in the laboratory must be supplemented by several more years of practical experience in private homes and warehouses before the real value of moth proofing solutions can be determined.

Among the fumigants now in use as successful treatments for clothes moths may be mentioned carbon disulfide, the ethylene dichloride, carbon tetrachloride mixture, ethylene oxide, hydrocyanic acid gas generated from sodium cyanide, liquid HCN or calcium cyanide dust, powder or flakes, or chloropicrin. Best results with all these are obtained in special fumigation vaults which are now being installed in all leading warehouses that have to contend with insects. The Bureau of Entomology of the United States Department of Agriculture will be pleased to furnish any information it has on clothes moth control to those writing for it.

Leroy Oldham & Co., McCormick Building, Baltimore, are interested in a new company which will make liquid soap, cleaning and sweeping compounds, disinfectants, deodorants, insecticides, theatre sprays, etc. The name of the new firm has not definitely been decided on.

NOT A DRIP *in a carload!*

WHAT a feeling of confidence to the producer who knows his product is protected by a leak-proof seal.

What a different reception is accorded the salesman whose bottled product arrives as clean as a whistle.

There is no mystery here!

Our continuous thread screw caps
do just this!

Why not on **YOUR** Product Too?

FERDINAND GUTMANN & CO.
170 39th Street Brooklyn, N. Y.

Bottle Closure Specialists Since 1890

PERCOLATORS

(Any Size)

**50 Gallon Size
\$35.00 Complete**

Made from
ARMCO INGOT
GALV. IRON



Also
**TANKS
TUBS
PAILS
ETC.**

*We make anything you need in the
Special Line in Copper, Monel Metal,
Armco Galv. Iron, etc.*

FARLINGER-RICE CO.
EAST ORANGE, N. J.

PYRETHRUM

Bulk Insecticides a Specialty — also
Concentrated Extract of Pyrethrum

IF your problem concerns pyrethrum in any form—
our analytical and research laboratories are at your
service.

Member **DEPENDABLE - GUARANTEED - SERVICE**

by leaders in Pyrethrum Products for almost half a century.

Mc CORMICK & CO ^{INC} BALTIMORE
MARYLAND

Progress Proclaims

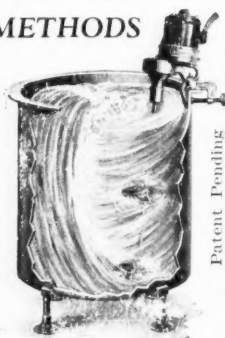
LIGHTNIN'

MIXING METHODS

Mix

DISINFECTANTS
CATTLE DIP
INSECTICIDES
SPRAYS
DEODORANTS
POLISHES
SOAP FORMULAS
CLEANING FLUIDS
OILS & ETC.
THE LIGHTNIN'
WAY

All sizes and speeds
Clamp on any tank,
barrel, kettle, etc.



LIGHTNIN'

Portable Electric Mixers will mix any prod-
uct that will flow—quicker—better—cheaper.
SIMPLE - SANITARY - DEPENDABLE

Write for Folder 39

MIXING EQUIPMENT CO., Inc.
229 East 38th St. New York, N. Y.

PERCOLATORS

of copper for fly spray manu-
facturers—50 and 100 gal. and
special sizes.

KETTLES of copper

all sizes — open, steam-jack-
eted, vacuum.

PIPE COILS and EVAPORATORS of Copper

All plain or tin lined. We will
re-tin old copper equipment, or
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Trade Marks Granted

(From Page 85)

250,982—Soaps in Liquid Form. Aix-Olein Co., Inc., Brooklyn, N. Y. Filed June 22, 1928. Serial No. 268,477. Published October 9, 1928. Class 4.

250,991—Shaving-Soap Cream. William A. Webster Company, Memphis, Tenn. Filed June 13, 1928. Serial No. 268,011. Published October 2, 1928. Class 4.

251,094—Insecticides. Clark Poultry Research Laboratories, Inc., Cleveland, Ohio. Filed March 23, 1928. Serial No. 263,640. Published September 25, 1928. Class 6.

251,108—Hand Soap. Ira P. Huff, Elm Grove, Wheeling, W. Va. Filed October 20, 1927. Serial No. 256,321. Published December 13, 1927. Class 4.

No. 251,133. Soap. Fan Tan Laboratories, Chicago. Filed August 24, 1928. Serial No. 271,479. Published October 16, 1928. Class 4.

No. 251,173. Hand Soap. Cleaning Products Company, Denver. Filed September 5, 1928. Serial No. 271,951. Published October 16, 1928. Class 4.

No. 251,181. Furniture-Cleaning Compound. Hillyard Chemical Company, St. Joseph, Mo. Filed February 23, 1928.

Serial No. 262,084. Published October 16, 1928. Class 4.

No. 251,189. Cleanser. Frank C. Weber & Company, Chicago. Filed October 12, 1927. Serial No. 256,026. Published October 23, 1928. Class 4.

No. 251,198. Metal Polish. John Tischler, East Port Chester, Conn. Filed July 21, 1928. Serial No. 269,997. Published October 23, 1928. Class 4.

No. 251,200. Shaving Creams. Vaniva Products Company, Inc., New York. Filed March 24, 1927. Serial No. 246,317. Published September 18, 1928. Class 4.

No. 251,214. Soap. Colgate-Palmolive-Peet Co., Chicago. Filed July 16, 1928. Serial No. 269,688. Published October 16, 1928. Class 4.

No. 251,233. Toilet Soaps. Mabon Soap Co., Detroit. Filed April 16, 1928. Serial No. 264,921. Published October 23, 1928. Class 4.

No. 251,519. Automobile and Furniture Polish. Sister Betty Products Co., Lexington Ky. Filed November 22, 1927. Serial No. 257,919. Published October 23, 1928. Class 16.

No. 251,718. Insecticide. Nailay Products Company, Los Angeles, Calif. Filed August 16, 1928. Serial No. 269,680. Published October 16, 1928. Class 6.

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